

Classic Style Guide

SONIC
THE
HEDGEHOG™

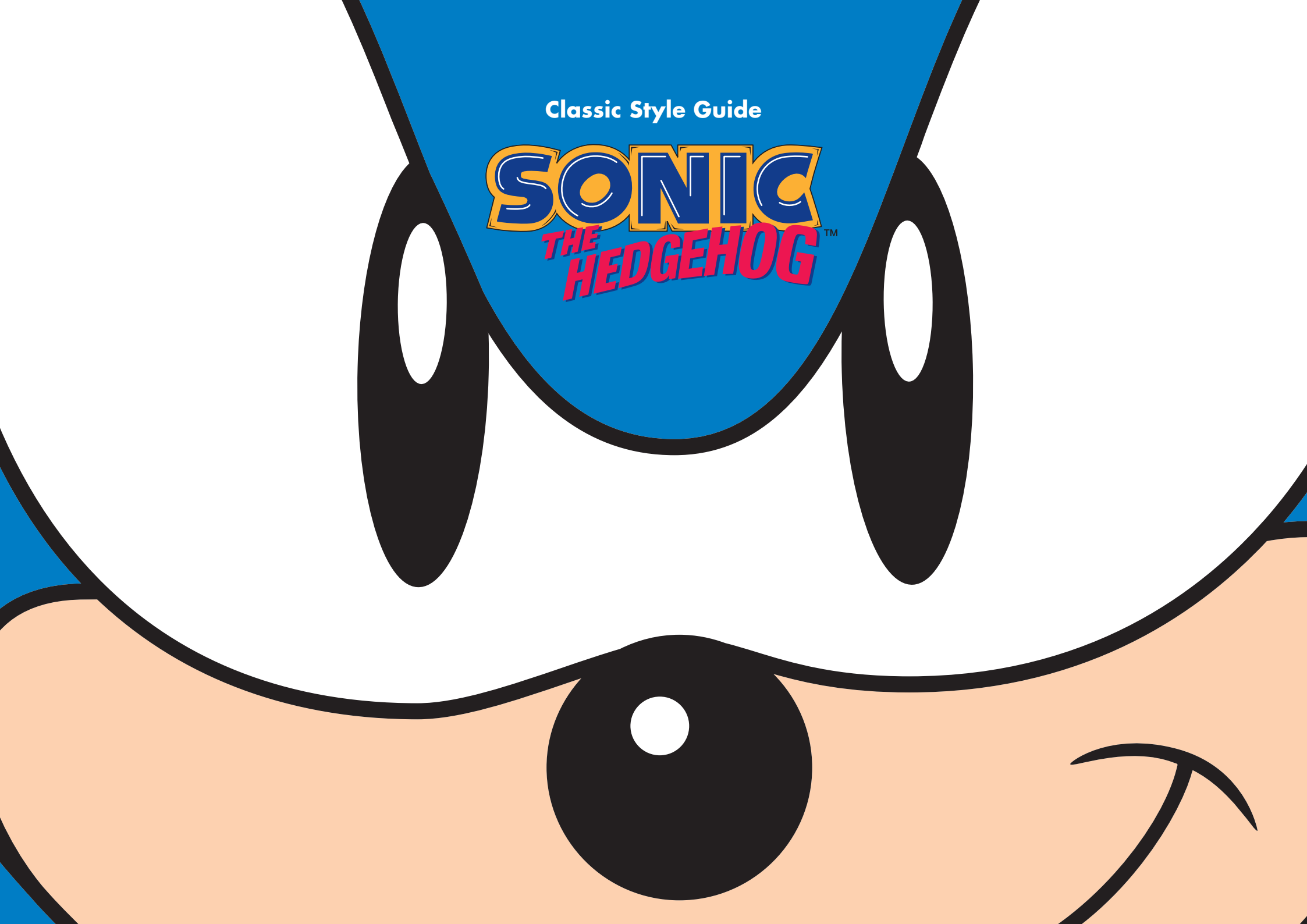


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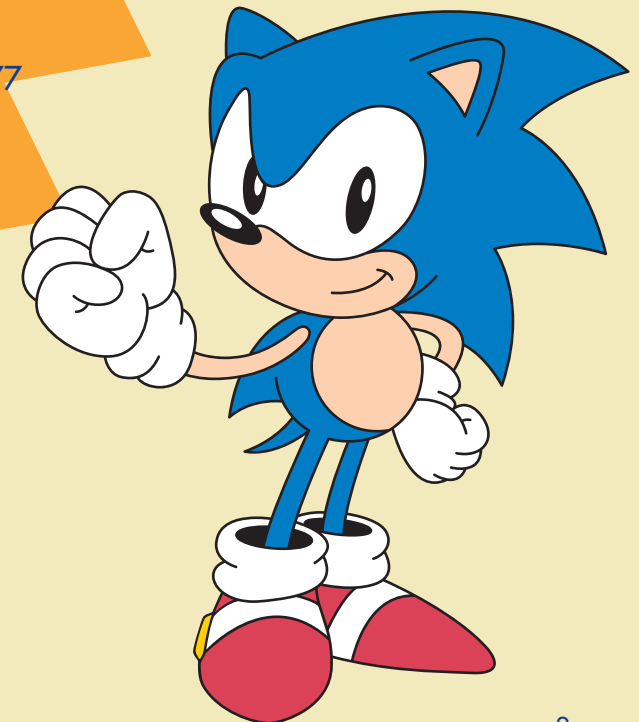
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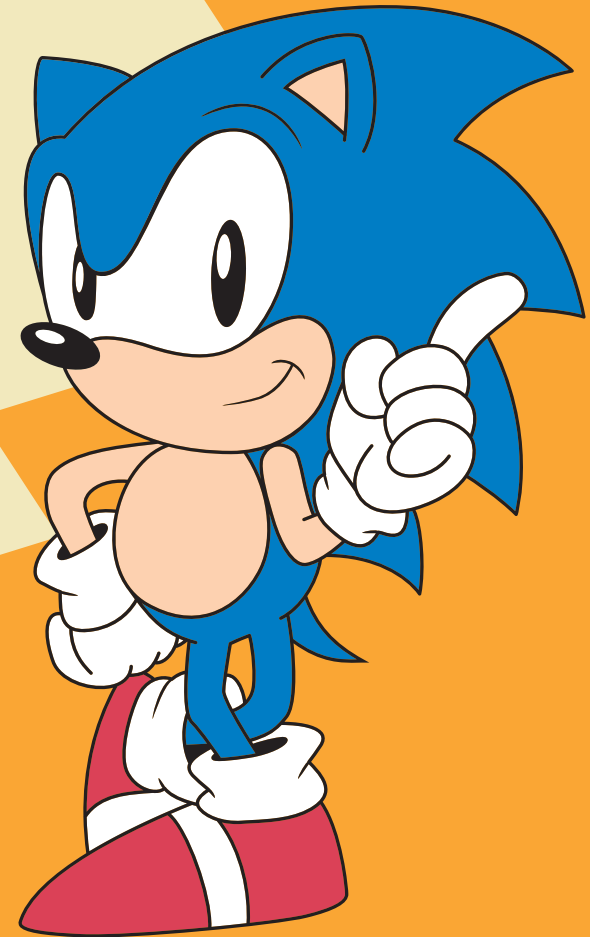
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BRAND INTRODUCTION

From the day Sonic The Hedgehog launched on June 23, 1991, Sonic quickly became one of the most popular characters around known for his super-fast speed, cool edgy character and readiness for all types of adventure. Since his debut, Sonic the Hedgehog has notched up over 75 million sales of video games worldwide and more than 65 million digital downloads. He is now one of the most recognized gaming icons around. In addition to video games, Sonic the Hedgehog enjoys huge success in areas such as toys, apparel and publishing, and has also been the star of multiple animated series.

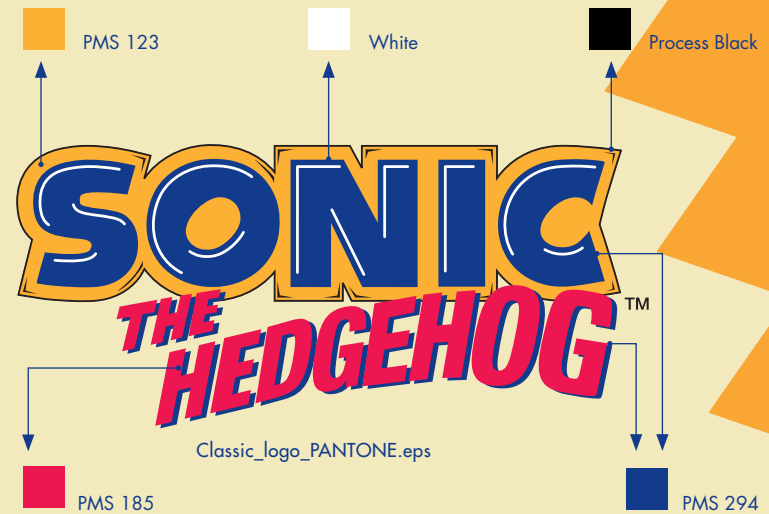
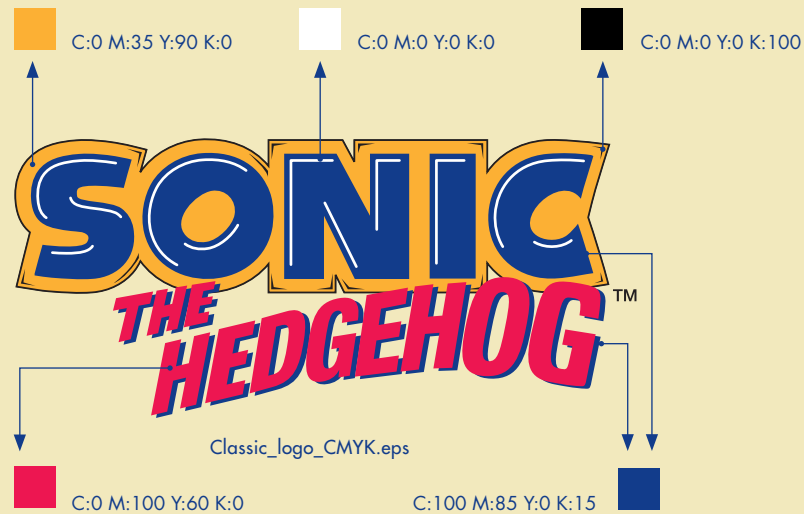
Classic Sonic is an icon of cutting edge technology and brilliant character design within the video game industry in the 90's. The famous hedgehog brings nostalgia to that first generation of gamers who got taken to the next level with the SEGA consoles, being the first to provide them with 16-bit graphics and the ability to play games at super Sonic speed.



BRANDING



LOGOS



*If you are placing the SONIC logo on a dark colour or scenic background, please ensure the ™ is always readable. Choose between black or white and amend.

*Please do not amend the colours of the logo when using the ™ versions.

*The logo can be broken apart and used in alternative colours for design, but this will then have to have the ™ removed.

*Where printing restrictions apply please use the B&W logo. You may change the one colour depending on design.

TYPOGRAPHY

*Komika Axis Regular - dafont.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

*Wellbutrin Regular - dafont.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Futura Bold - myfonts.com

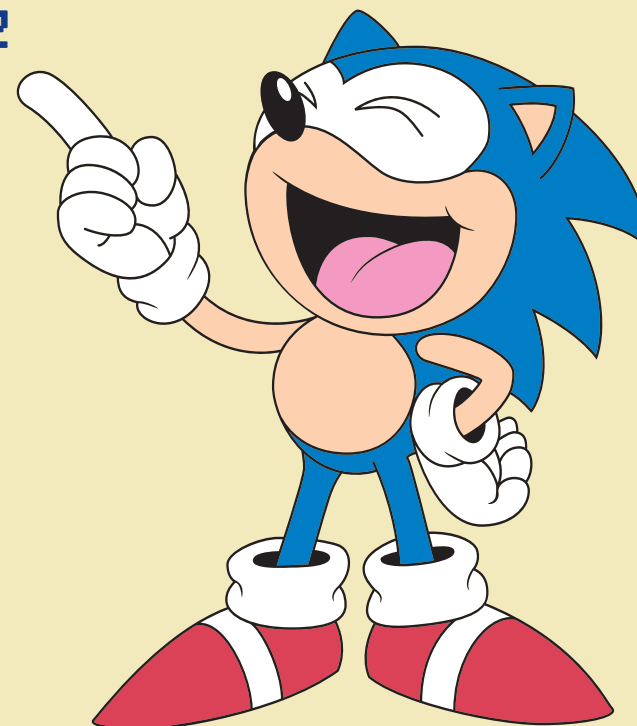
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1234567890

*Futura Medium - myfonts.com

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1234567890

*Frutiger 55 Roman - myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



*HEADER: Komika Axis Reg and Wellbutrin

*BODY: Futura Medium and Futura Bold

*ANNOTATIONS: Futura Medium

*©SEGA: Frutiger 55 Roman

*Please note that SEGA does not own or supply fonts with any style guides. Please ensure you source/purchase the font through your company.

PHRASES

SONIC

"I'm outta here!"
"Too easy!"
"Sonic speed!"
"Step it up!"
"Faster than the speed of sound!"
"Gotta go fast"

TAILS

"Time to fly!"
"I can do it!"

DR. EGGMAN

"Think you can beat me?"
"The world is mine!"
"I hate that hedgehog!"
"I'll get you Sonic!"

KNUCKLES

"No time for games"

AMY

"Have no fear!"
"You can do it Sonic!"

GENERIC

"Let's roll"
"I'm waaaaaiting!"
"Always Running"
"Life in the fast lane"
"Sonic's the name, speed's my game!"
"This is how I roll"
"You're too slow!"
"It's all about speed"
"Don't stop"
"Still Unstoppable"

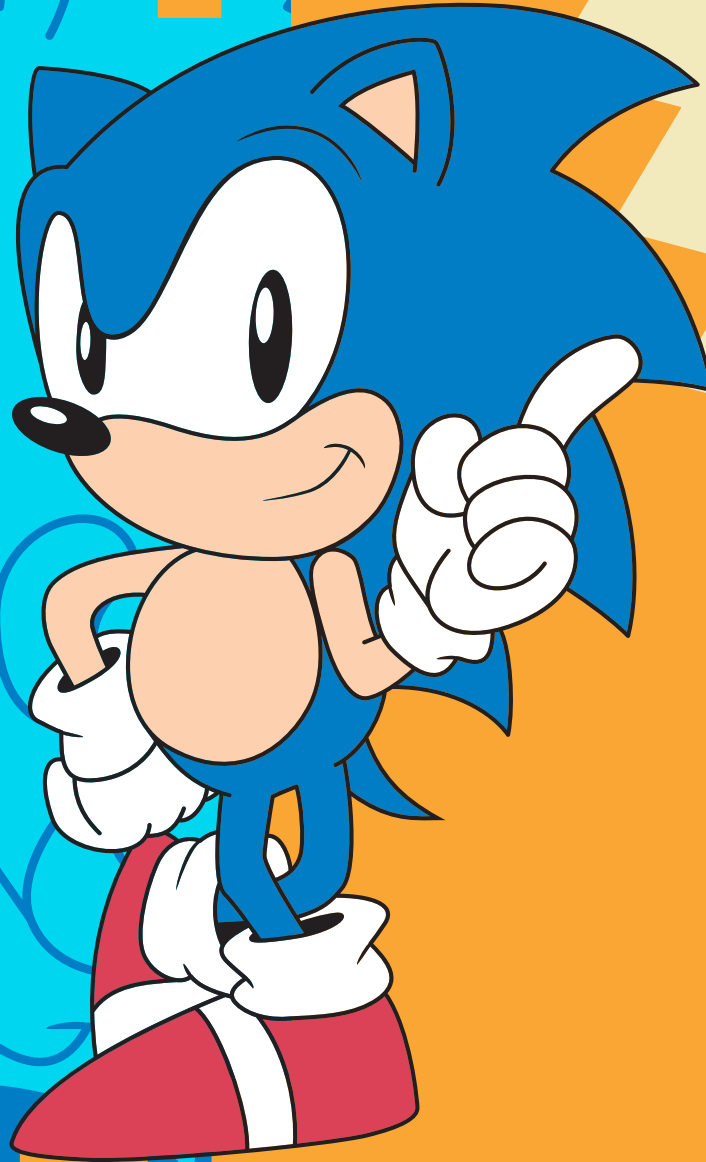


COLOUR PALETTE

					
PMS 290 C:25 M:2 Y:0 K:0	PMS 3005 C:100 M:40 Y:0 K:0	PMS 294 C:100 M:85 Y:0 K:15	PMS 1807 C:10 M:70 Y:60 K:40	PMS 109 C:0 M:20 Y:100 K:0	PMS 1375 C:0 M:40 Y:90 K:0
					
White C:0 M:0 Y:0 K:0	PMS 615 C:0 M:1 Y:27 K:6	PMS 185 C:0 M:100 Y:60 K:0	PMS 186 C:10 M:90 Y:60 K:0	PMS 7413 C:11 M:61 Y:100 K:1	Process Black C0 M:0 Y:0 K:100

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CHARACTER PROFILE/ART



SONIC

Sonic the Hedgehog is the fastest hero in the world, famous for his supersonic speed, iconic blue spikes and red shoes. With a super cool attitude and easy-going demeanour, Sonic has a love for freedom and adventure. Though he may live by his own rules, he also has a strong desire to help out his friends. Spinning head-on into trouble to defeat the evil forces of Dr. Eggman, for Sonic saving the world is the name of the game...

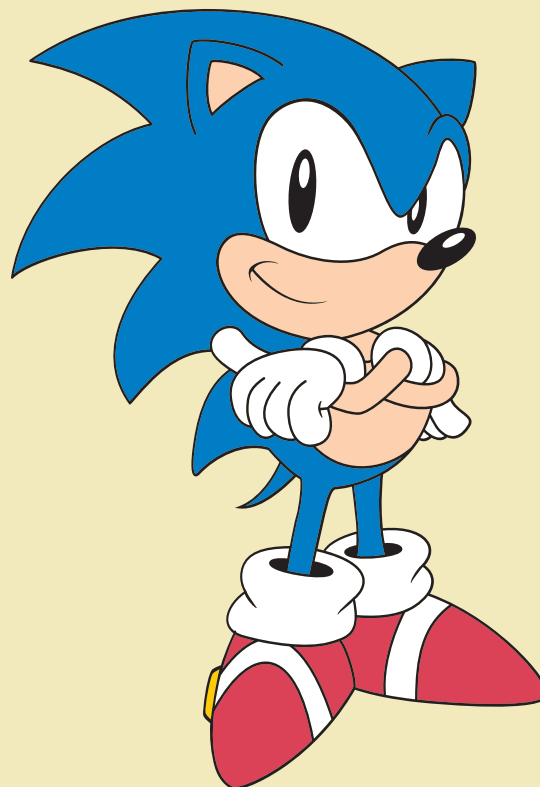
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Weight: 35 kg/77lbs
Age: 15

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 GLOVE
White
C:0 M:0 Y:0 K:0

 OUTLINE
Process Black
C:0 M:0 Y:0 K:100

 SHOE
PMS 186
C:10 M:90 Y:60 K:0



 SOLE
PMS 1807
C:10 M:70 Y:60 K:40

 SKIN
PMS 148
C:0 M:20 Y:30 K:0

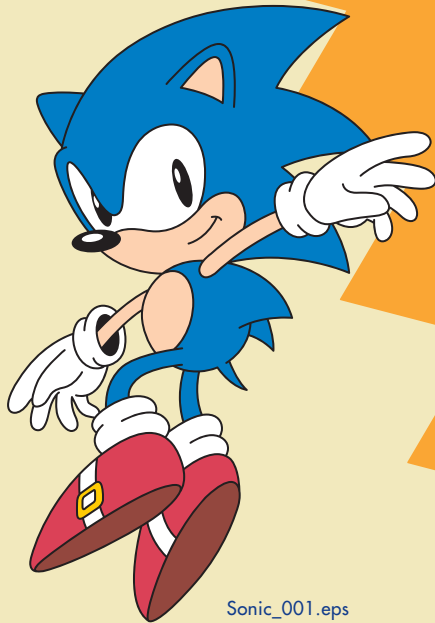
 BUCKLE
PMS 109
C:0 M:20 Y:100 K:0

 TONGUE
PMS 190
C:0 M:50 Y:0 K:0

 INSIDE MOUTH
PMS 194
C:0 M:100 Y:70 K:40

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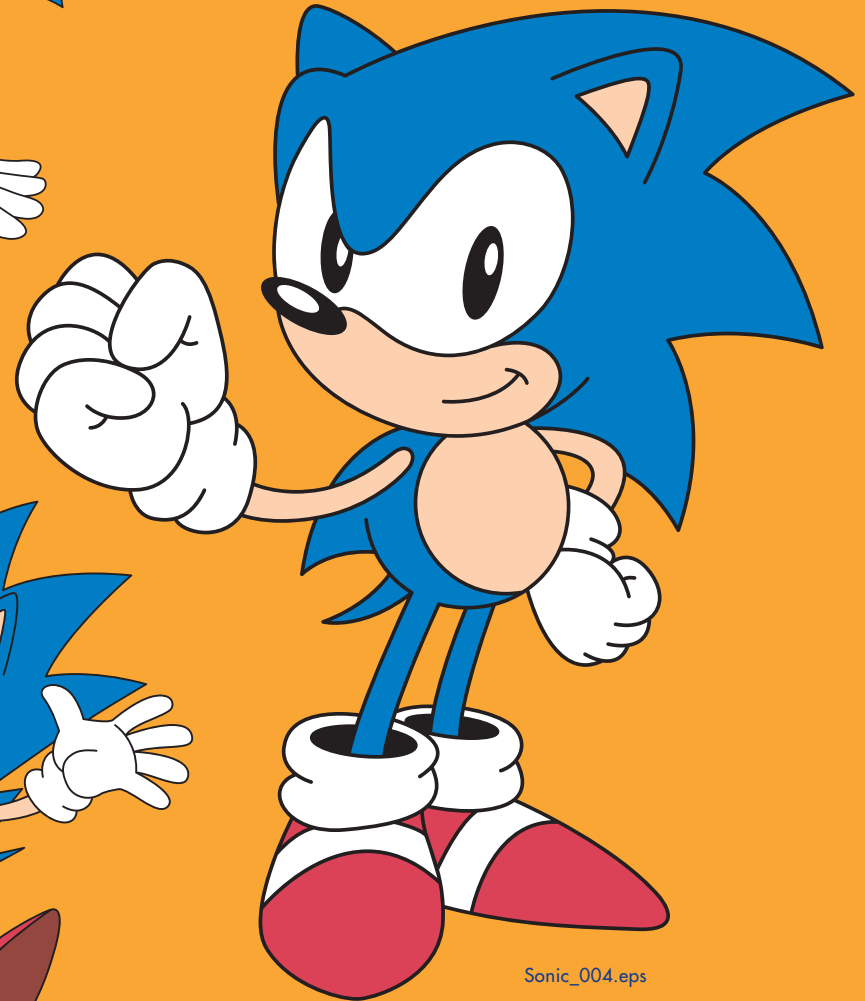
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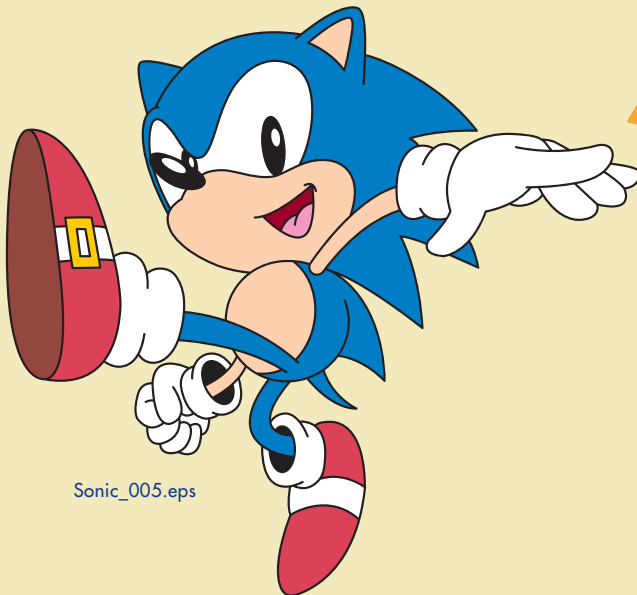
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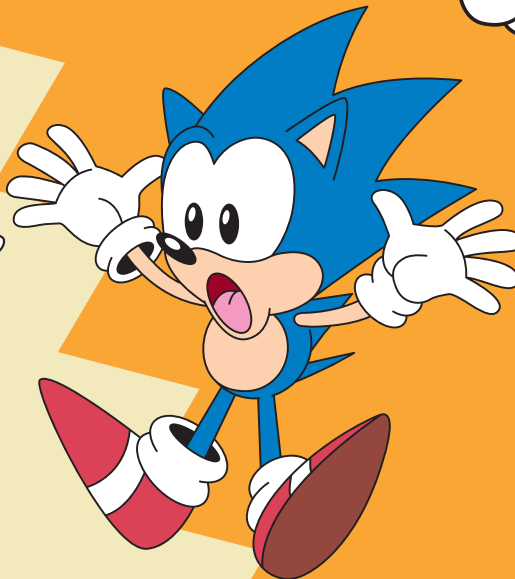
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Sonic_004.eps

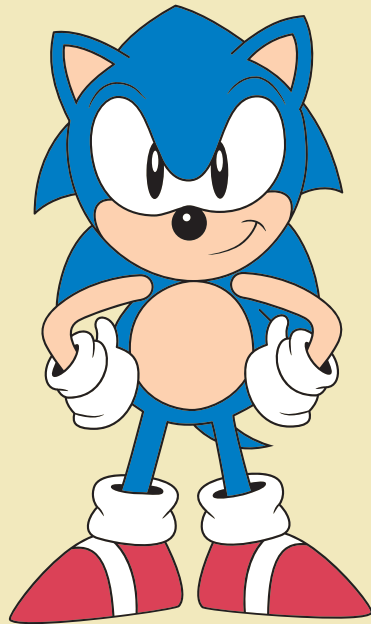


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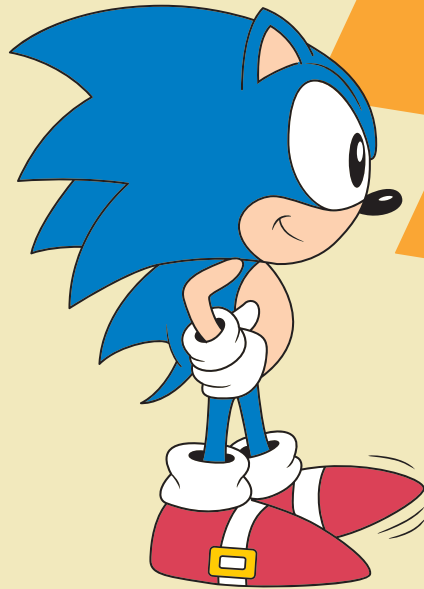


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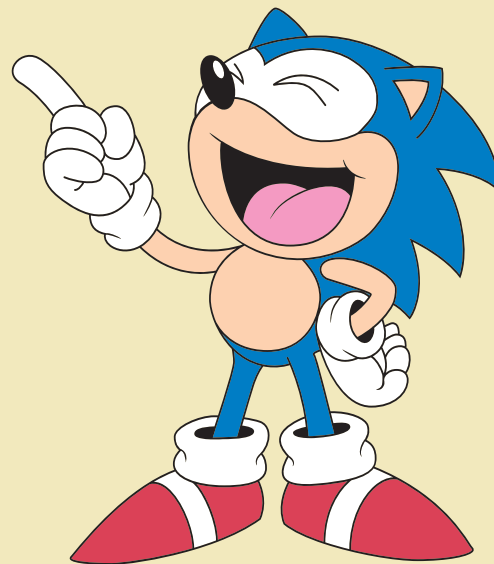
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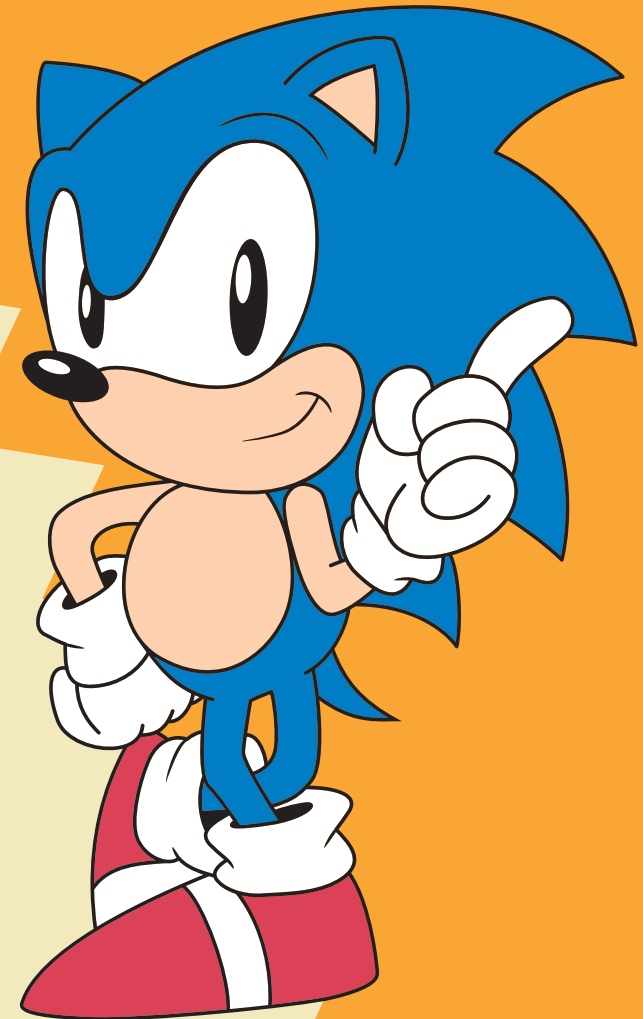
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Sonic_017.eps



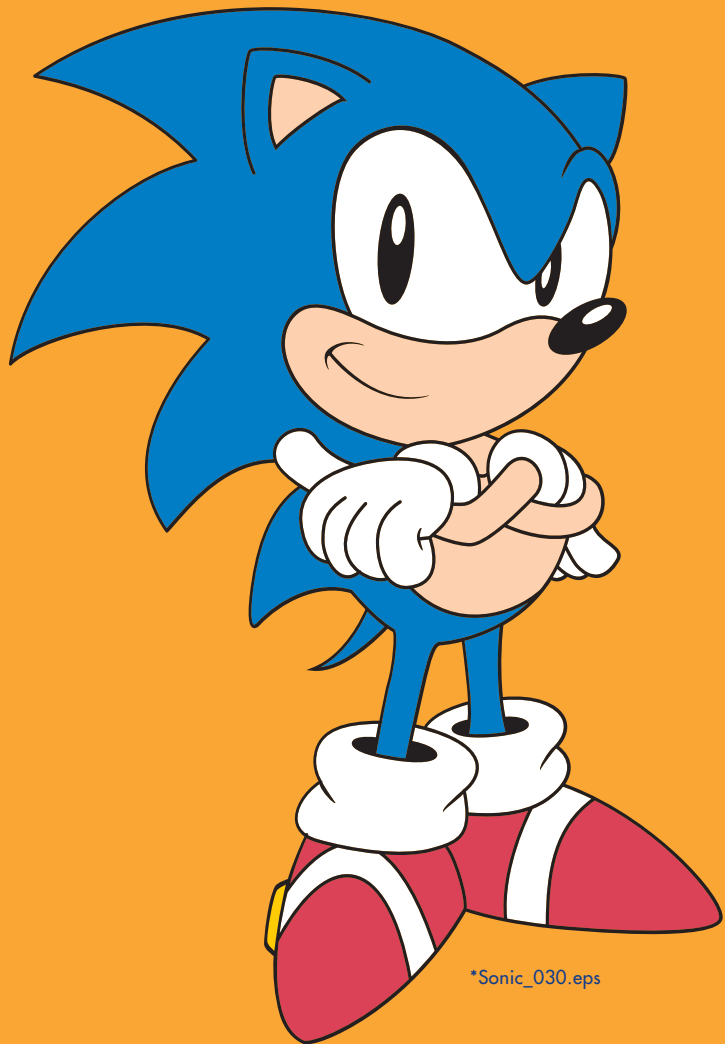
Sonic_018.eps



*Sonic_021.eps

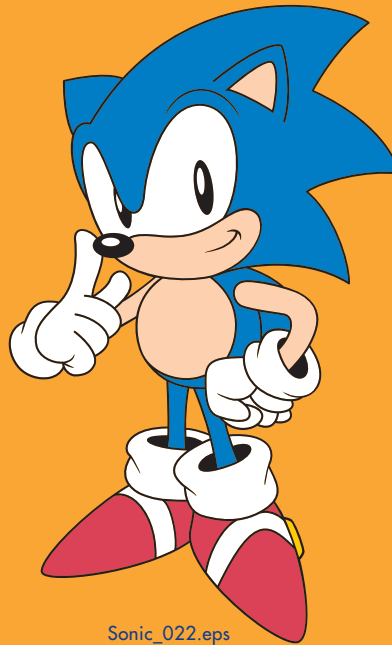
*Core character pose

SONIC

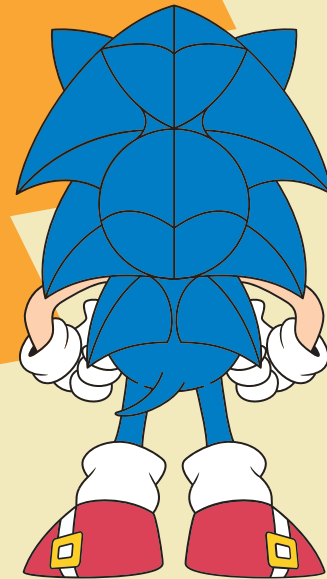


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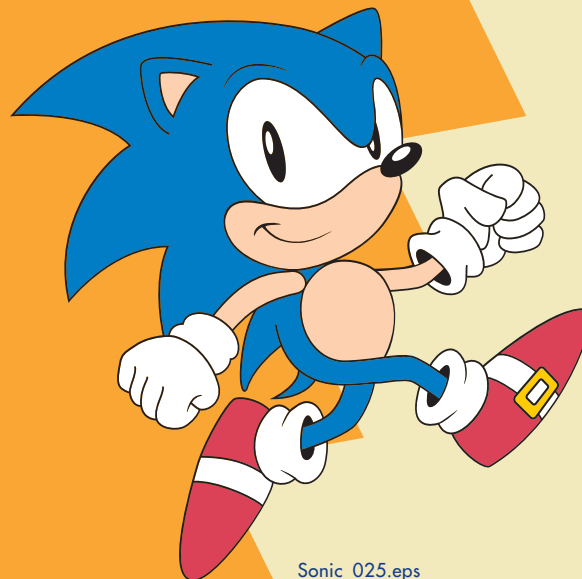
*Core character pose



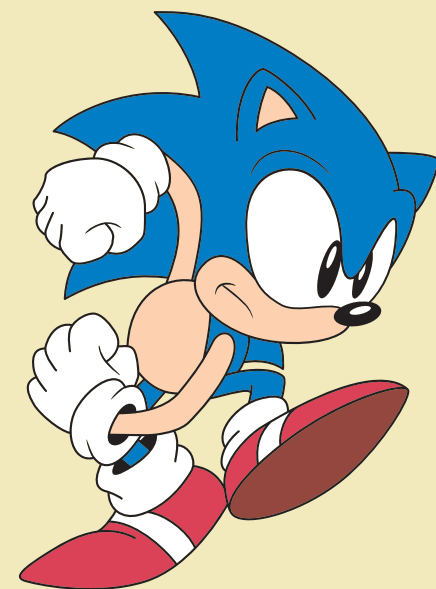
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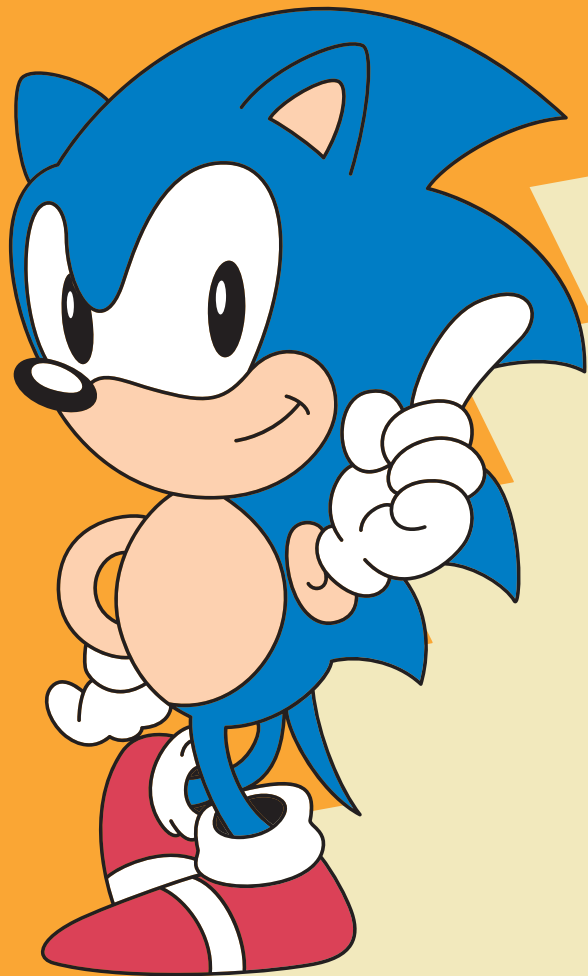


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Sonic_028.eps

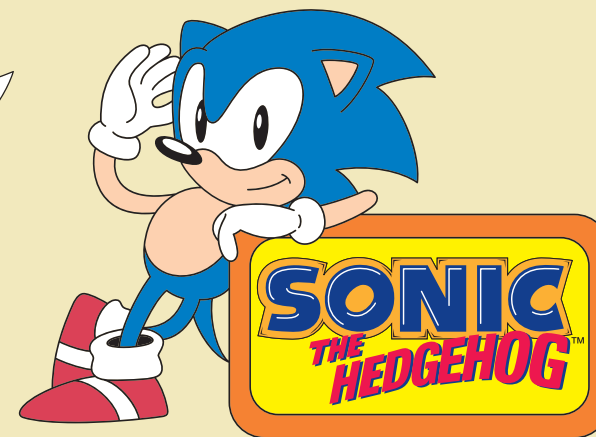
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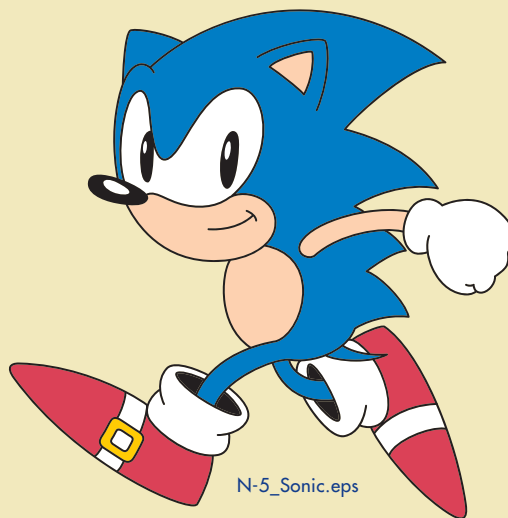
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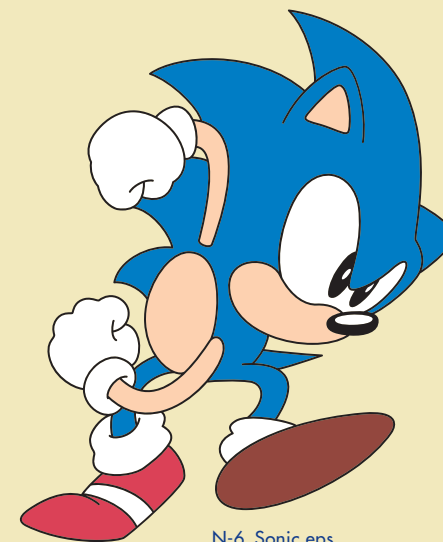
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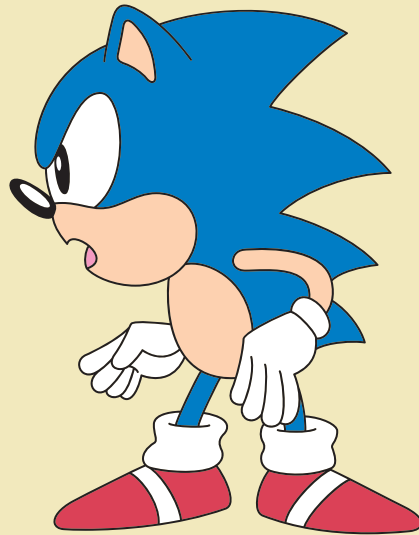


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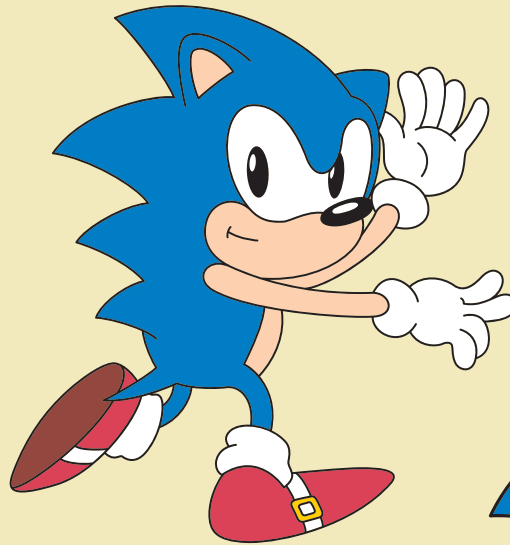


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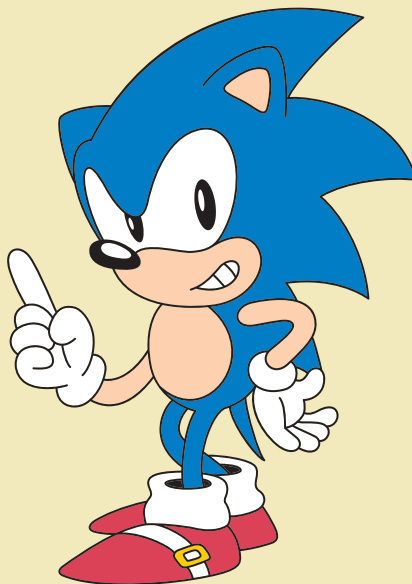
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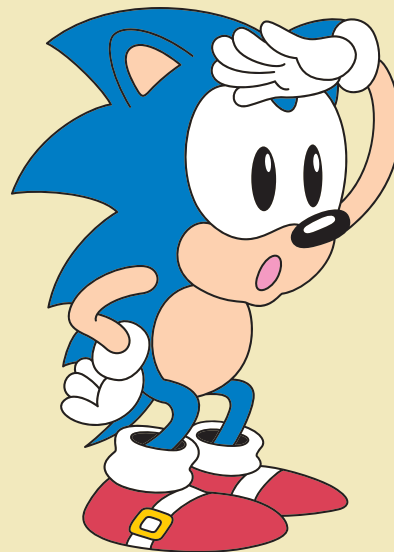
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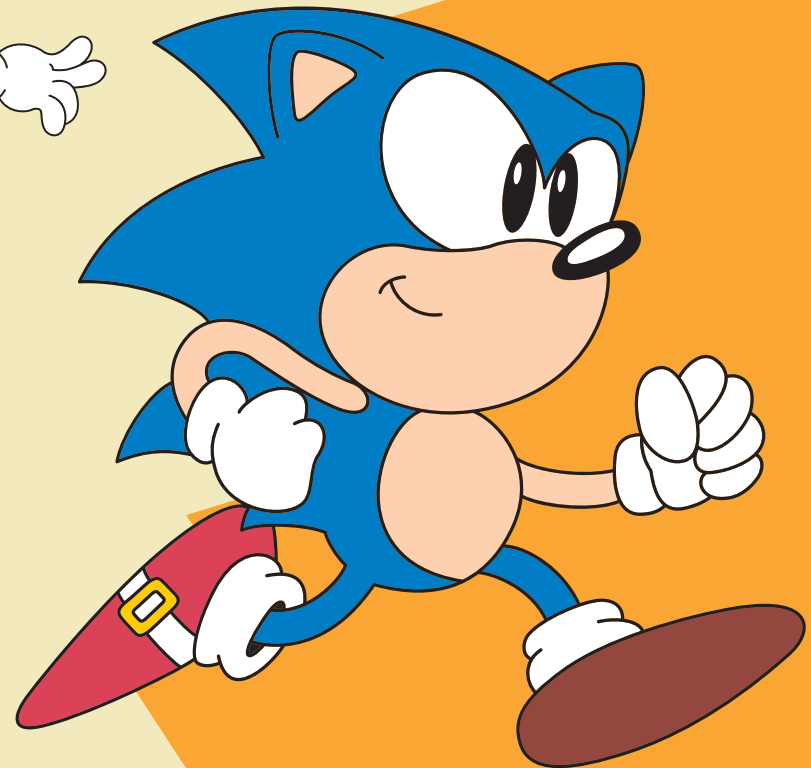
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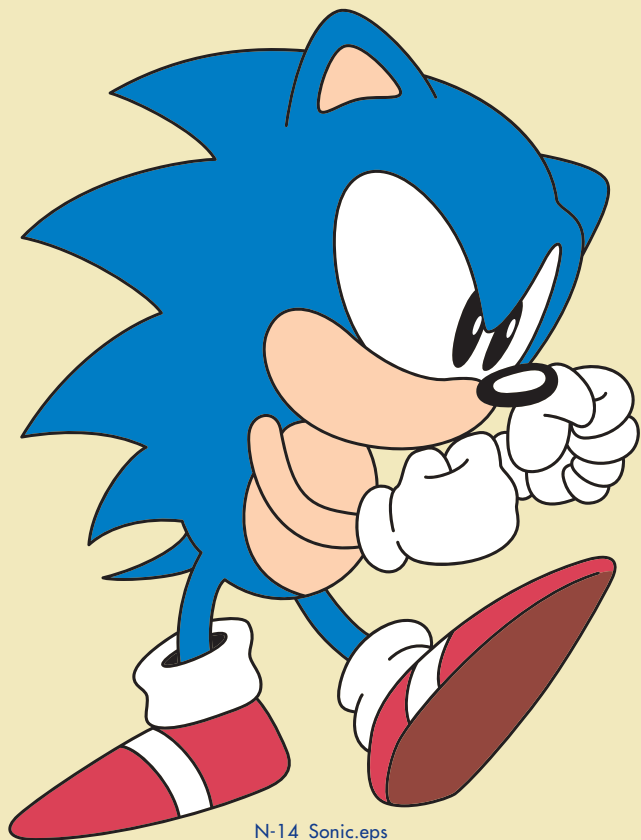


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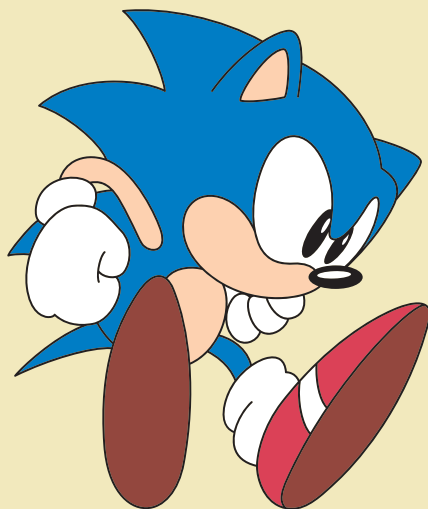


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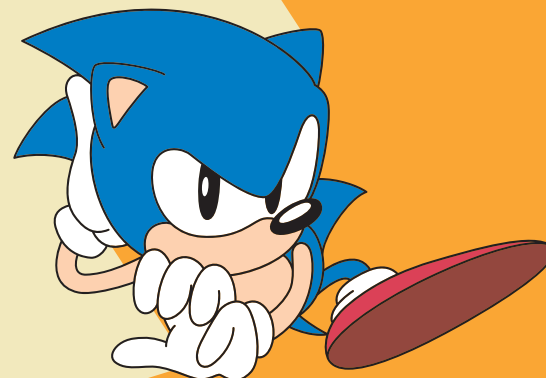
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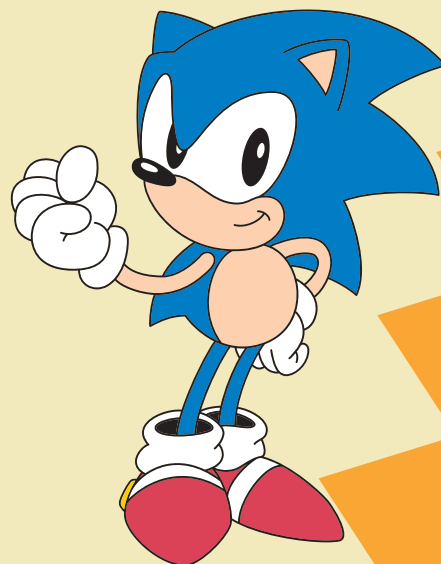
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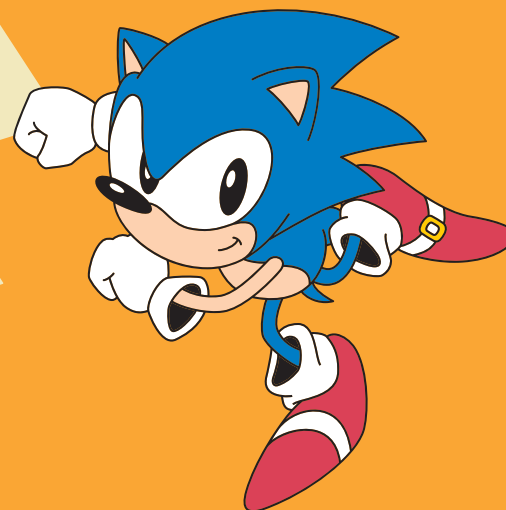
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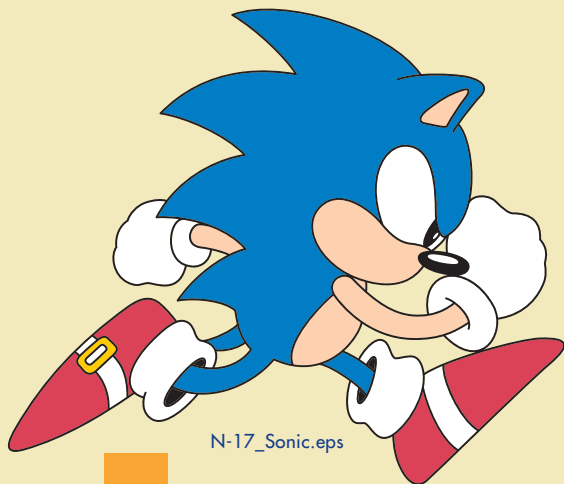
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N-53_Sonic.eps

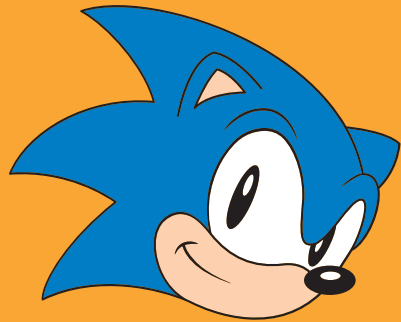


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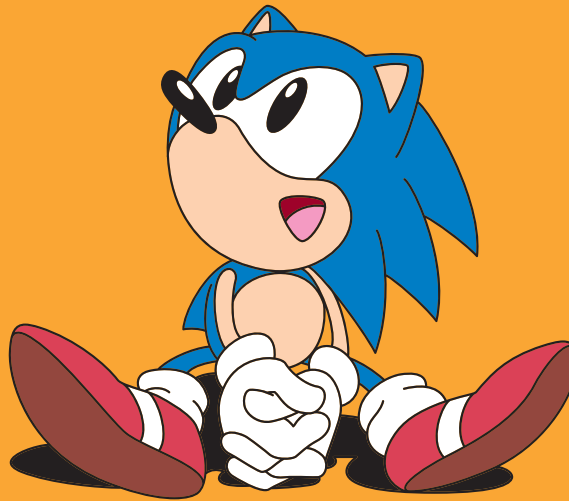


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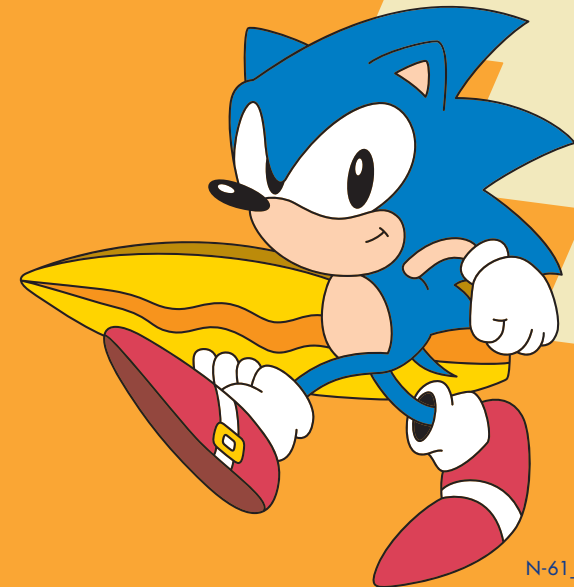
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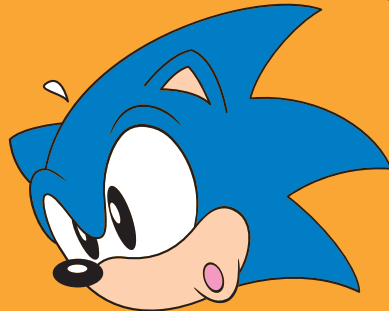
*Sonic_008.eps



N-57_Sonic.eps



N-61_Sonic.eps



*Sonic_011.eps



*Sonic_019.eps



N-62_Sonic.eps

*Please avoid placing any SONIC floating heads within scenic/game play environments.

TAILS

Miles "Tails" Prower, simply known as Tails, is Sonic's best friend and sidekick. Born with two tails, this fox can propel himself into the air like a helicopter to give Sonic a helping hand. An expert mechanic with skills which rival that of Dr. Eggman, he's also able to create machines and contraptions that can help save the day.

Height: 80cm/2.6ft
Weight: 20 kg/44lbs
Age: 8

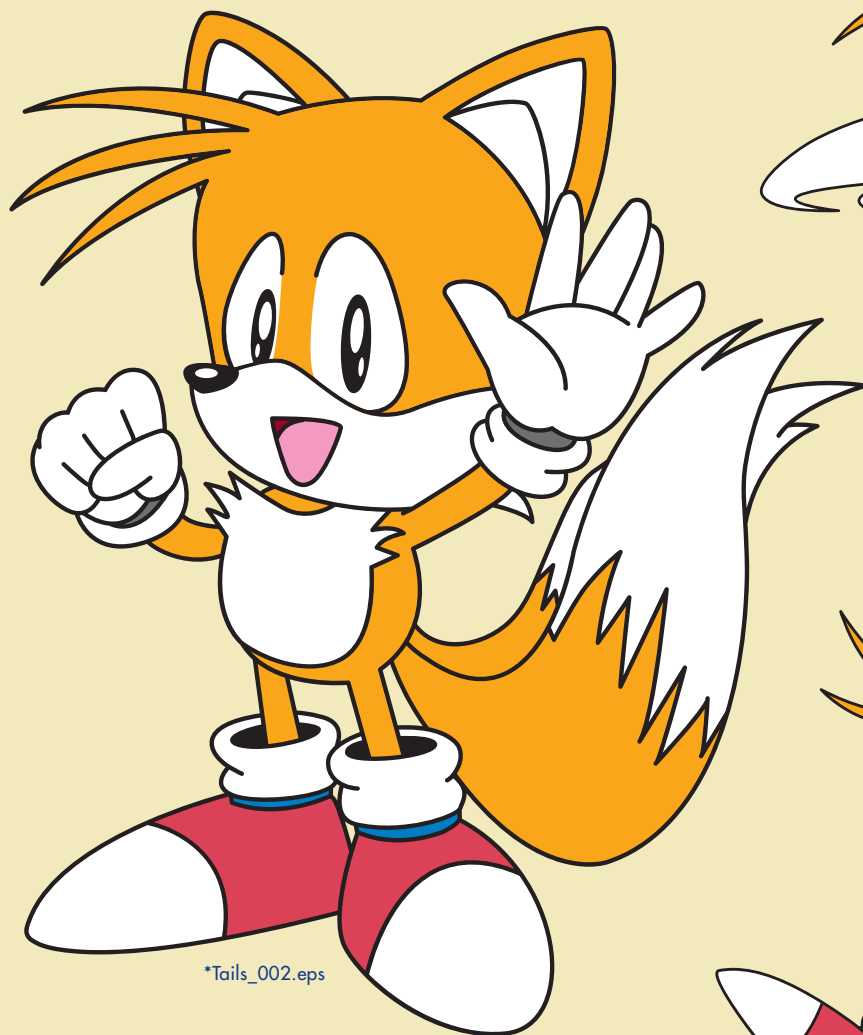
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	GLOVE/FUR White C:0 M:0 Y:0 K:0
	OUTLINE Process Black C:0 M:0 Y:0 K:100
	SHOE PMS 186 C:10 M:90 Y:60 K:0



	BOOT STRAP PMS 3005 C:100 M:40 Y:0 K:0
	GLOVE LINING PMS 431 C:0 M:0 Y:0 K:70
	BUCKLE PMS 428 C:0 M:0 Y:0 K:20
	TONGUE PMS 190 C:0 M:50 Y:0 K:0
	INSIDE MOUTH PMS 194 C:0 M:100 Y:70 K:40

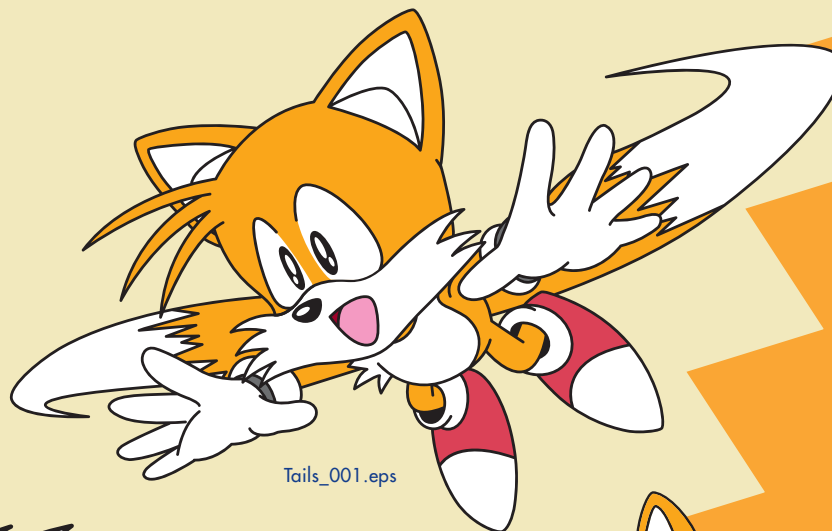
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TAILS

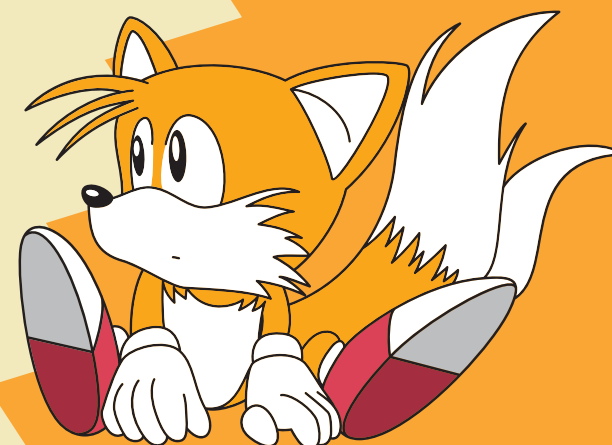


*Tails_002.eps

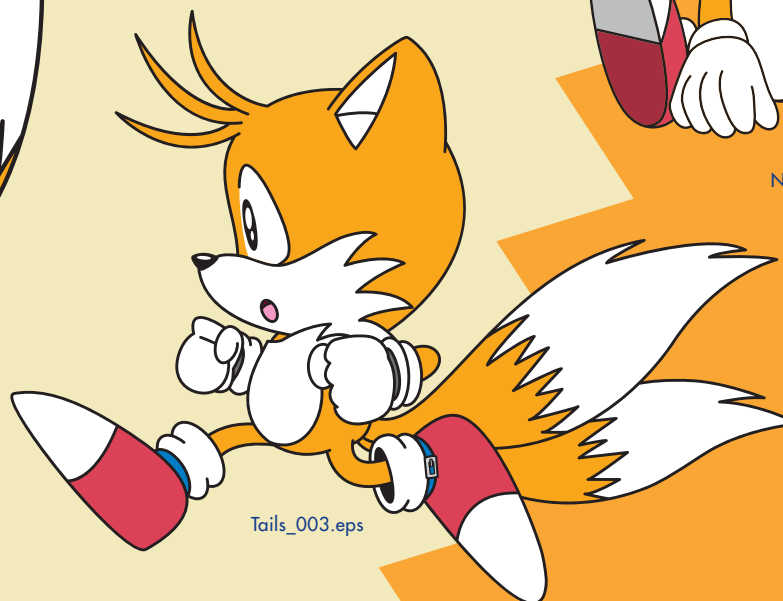
*Core character pose



Tails_001.eps



N-45_Tails.eps



Tails_003.eps

DR. EGGMAN

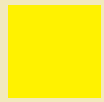
Dr. Eggman is Sonic's evil arch enemy with the single desire to control the entire world. Whilst his bushy moustache and egg shaped appearance may appear no threat, it is his extraordinary intelligence which is his devious weapon. With an IQ of 300, he has gained the scientific expertise to create devastating robotic contraptions to do his evil will. Luckily our blue hero is always just around the corner to save the day!

Height: 185cm
Weight: 128kg
Age: Unknown

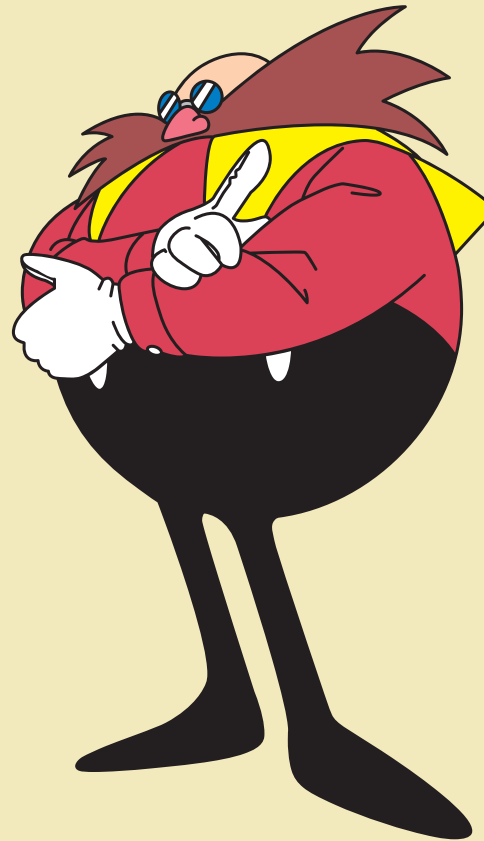
 BODY
PMS 186
C:10 M:90 Y:60 K:0

 OUTLINE
Process Black
C:0 M:0 Y:0 K:100

 GLOVE
White
C:0 M:0 Y:0 K:0

 COLLAR
PMS 102
C:0 M:0 Y:100 K:0

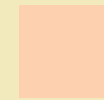
 NOSE
PMS 198
C:0 M:70 Y:30 K:0



 GLASSES
PMS 3005
C:100 M:40 Y:0 K:0

 GLASSES
PMS 429
C:0 M:0 Y:0 K:30

 MOUSTACHE
PMS 174
C:10 M:70 Y:50 K:30

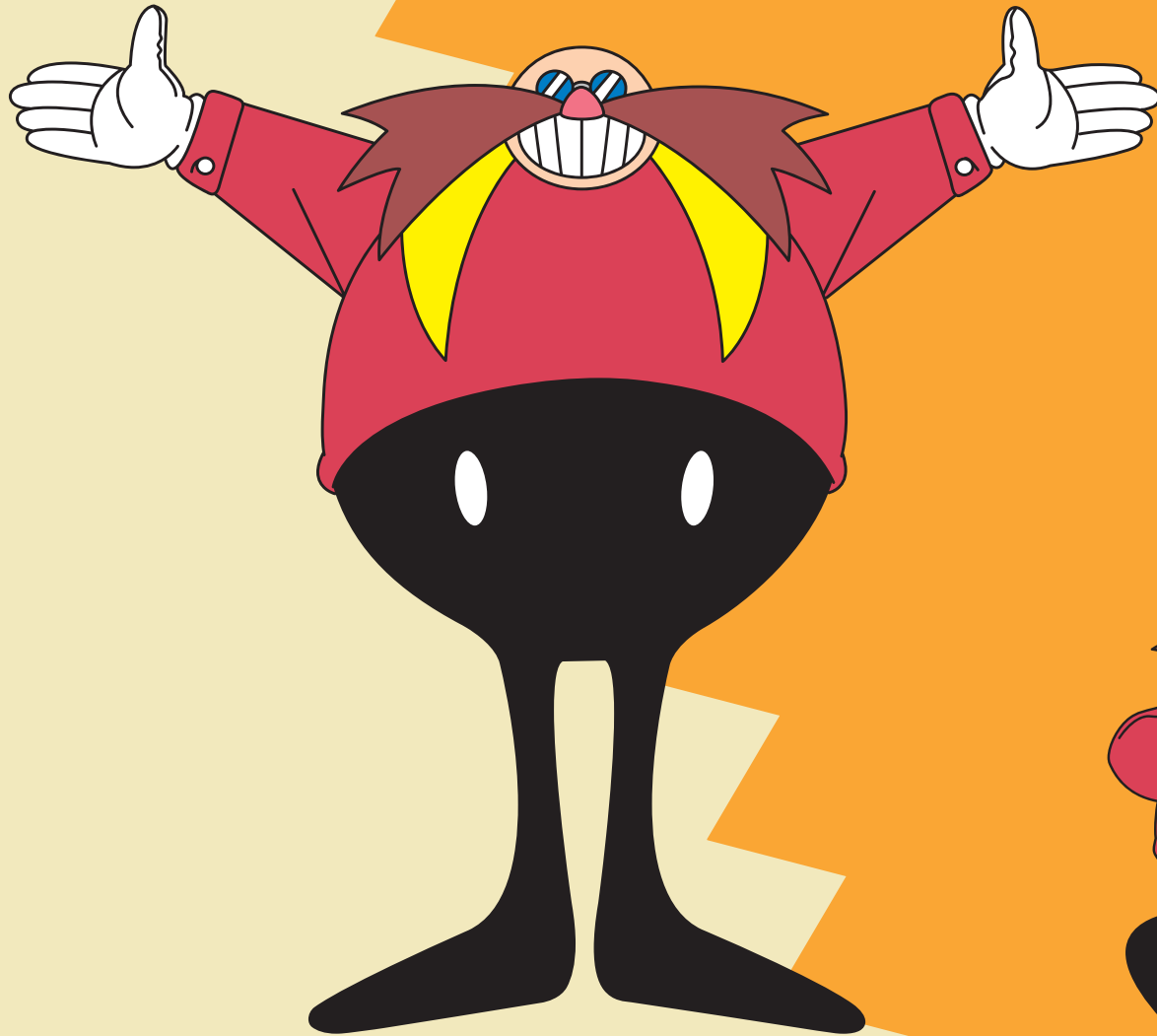
 SKIN
PMS 148
C:0 M:20 Y:30 K:0

 TONGUE
PMS 190
C:0 M:50 Y:0 K:0

 INSIDE MOUTH
PMS 194
C:0 M:100 Y:70 K:40

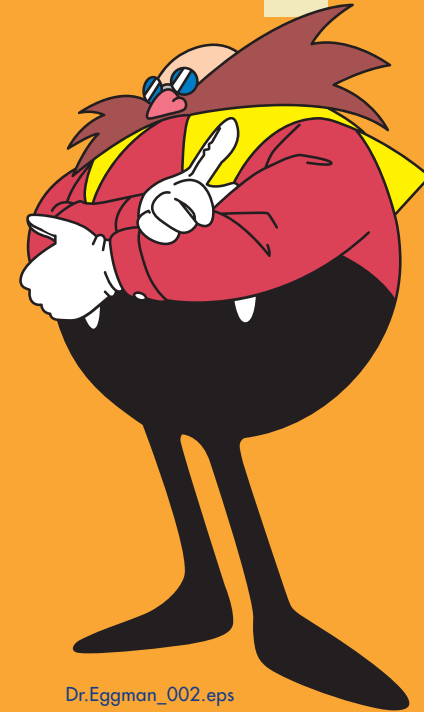
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DR. EGGMAN



*Dr.Eggman_001.eps

*Core character pose

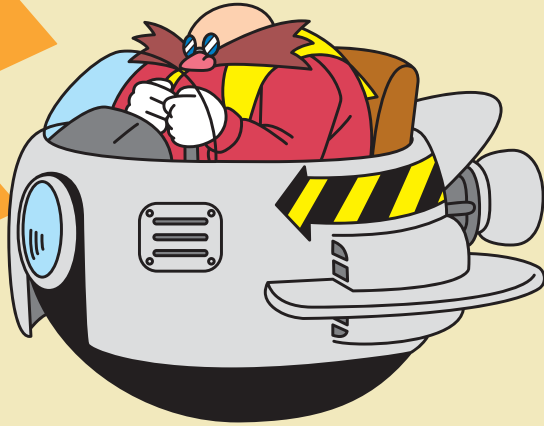


Dr.Eggman_002.eps



Dr.Eggman_003.eps

DR. EGGMAN



Dr.Eggman_004.eps



N-20_Eggman.eps



N-21_Eggman.eps



N-22_Eggman.eps

KNUCKLES

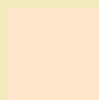
Knuckles is a strong, heroic echidna and one of Sonic's closest allies. Knuckles' strength and huge spikey fists, coupled with his extraordinary martial arts skills, allow him to punch through walls and defeat enemies on his adventures to save the day. Whilst always ready to unite with Sonic in the face of evil, they take any opportunity to prove to the other who's the best.

Height: 110cm/3.6ft
Weight: 40kg/88lbs
Age: 16

 BODY
PMS Red 032
C:0 M:90 Y:70 K:0

 OUTLINE
Process Black
C:0 M:0 Y:0 K:100

 GLOVE/FUR
White
C:0 M:0 Y:0 K:0

 SKIN
PMS 7507
C:0 M:10 Y:20 K:0

 BOOT
PMS 109
C:0 M:20 Y:100 K:0



 BOOT
PMS Warm Red
C:0 M:80 Y:90 K:0

 BOOT CUFF
PMS 361
C:70 M:0 Y:90 K:0

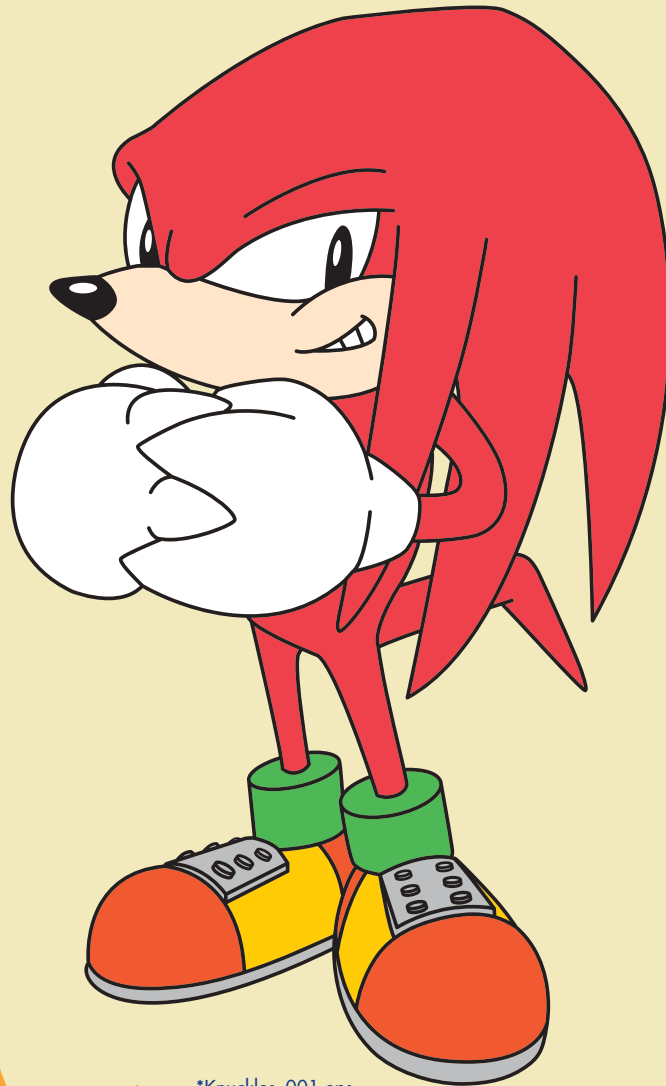
 SOLE
PMS 429
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 TONGUE
PMS 190
C:0 M:50 Y:0 K:0

 INSIDE MOUTH
PMS 194
C:0 M:100 Y:70 K:40

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KNUCKLES



*Knuckles_001.eps

*Core character pose



Knuckles_002.eps



Knuckles_003.eps

AMY

Amy Rose is a cheerful and energetic young hedgehog who is a friend (and secret admirer!) of Sonic. While she will always try to reason with dastardly enemies, Amy is not worried about getting into a fight – running head first into action especially if it helps to impress Sonic. Cute and girly on the outside, this is one heroine not to be messed with!

Height: 90cm/2.9ft

Weight: Secret!

Age: 12

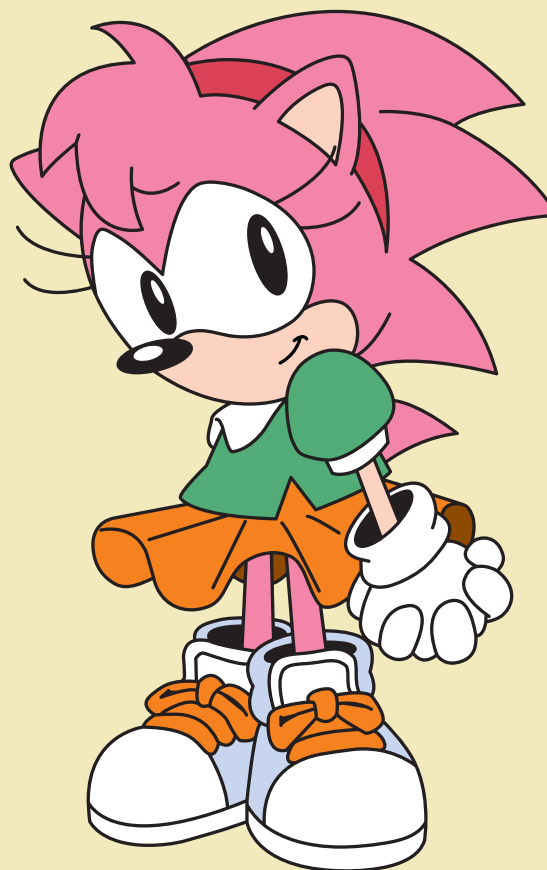
 BODY
PMS 204
C:0 M:60 Y:10 K:0

 SKIN
PMS 148
C:0 M:20 Y:20 K:0

 OUTLINE
Process Black
C:0 M:0 Y:0 K:100

 GLOVE
White
C:0 M:0 Y:0 K:0

 HAIRBAND
PMS 186
C:10 M:90 Y:60 K:0



 TOP
PMS 347
C:70 M:10 Y:70 K:0

 BOOTS
PMS 657
C:20 M:10 Y:0 K:0

 SKIRT/LACES
PMS 144
C:0 M:60 Y:100 K:0

 SKIRT INNER
PMS 160
C:0 M:60 Y:100 K:50

 TONGUE
PMS 190
C:0 M:50 Y:0 K:0

 INSIDE MOUTH
PMS 194
C:0 M:100 Y:70 K:40

The colours throughout this style guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standards. Pantone® is a registered trademark of Pantone, Inc.

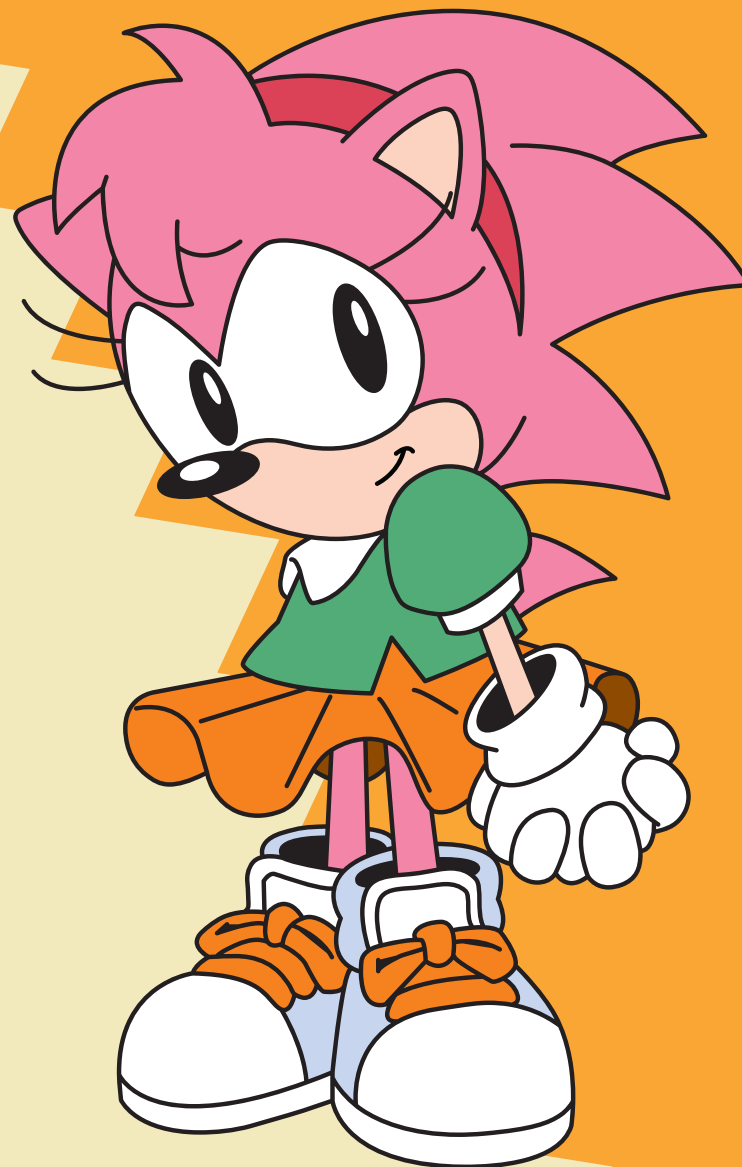
AMY



Amy_001.eps



Amy_002.eps

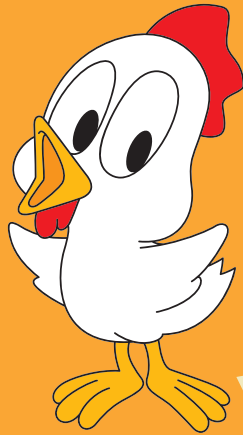


*Amy_003.eps

*Core character pose

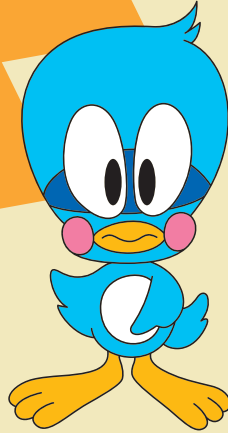
ADDITIONAL CHARACTERS

COOKIE



N-27_Cookie.eps

FLICKY



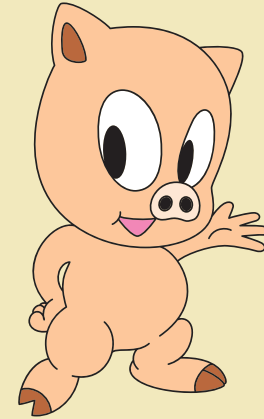
N-23_Flicky.eps

PECKY



N-25_Pecky.eps

PICKEY



N-28_Picky.eps

POCKY



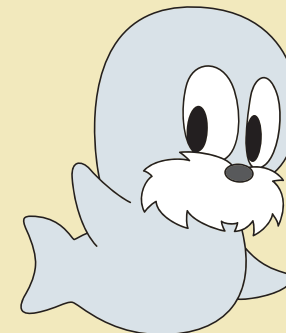
N-24_Pocky.eps

RICKY



N-26_Ricky.eps

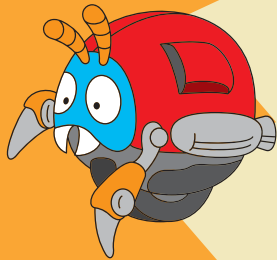
ROCKY



N-29_Rocky.eps

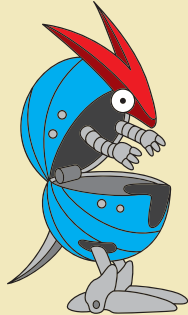
ADDITIONAL CHARACTERS

MOTO BUG



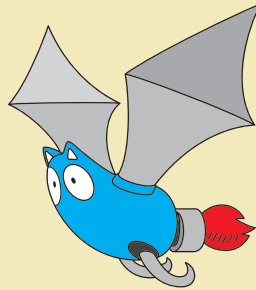
N-35_Moto bug.eps

ROLLER



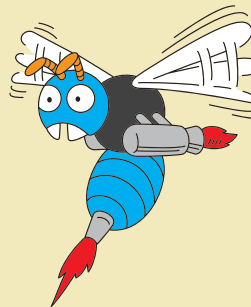
N-33_Roller.eps

BATBRAIN



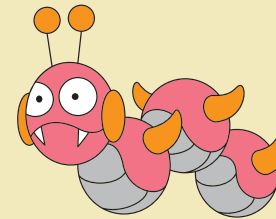
N-42_Batbrain.eps

BUZ BOMBER



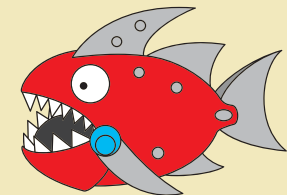
N-40_Buzz Bomber.eps

CATERKILLER



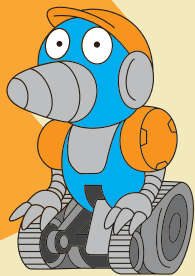
N-37_Caterkiller.eps

CHOPPER



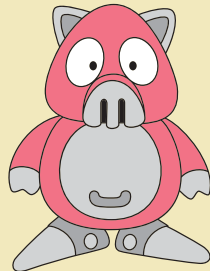
N-36_Chopper.eps

BURROBOT



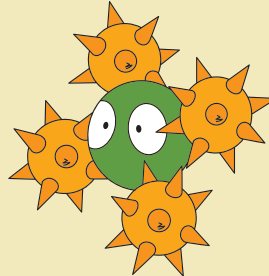
N-41_Burrobot.eps

BALL HOG



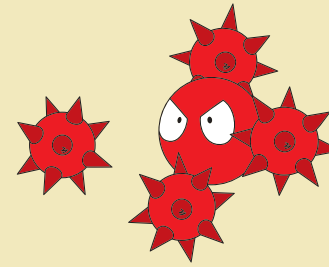
N-32_Ball Hog.eps

ORBINAUT



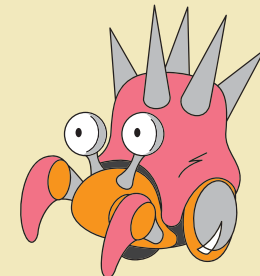
N-43_Orbinaut.eps

ORBINAUT



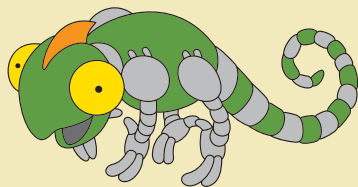
N-44_Orbinaut.eps

SPIKES



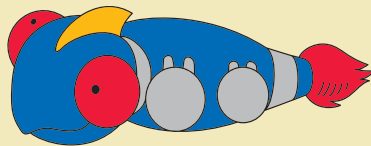
N-38_Spikes.eps

NEWTRON



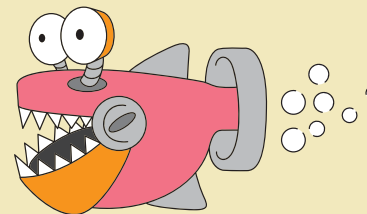
N-30_Newtron.eps

NEWTRON



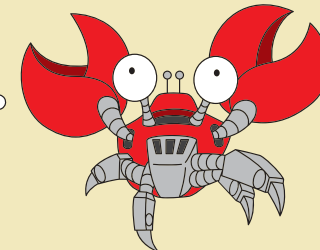
N-31_Newtron.eps

JAWS



N-39_Jaws.eps

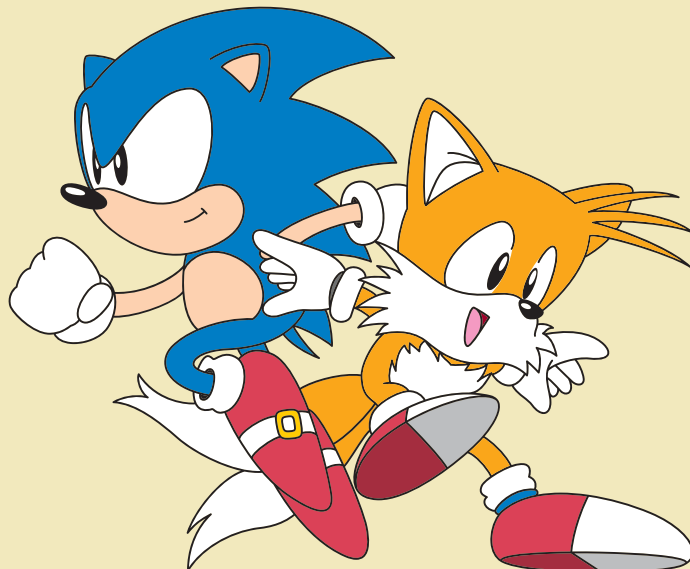
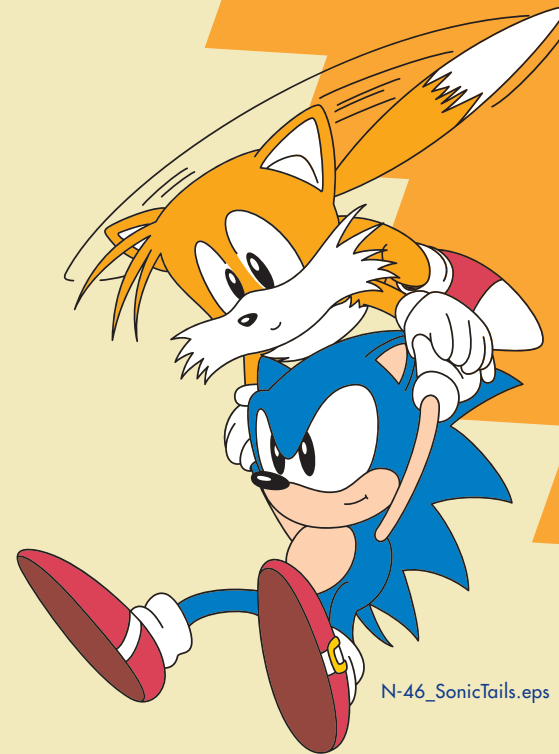
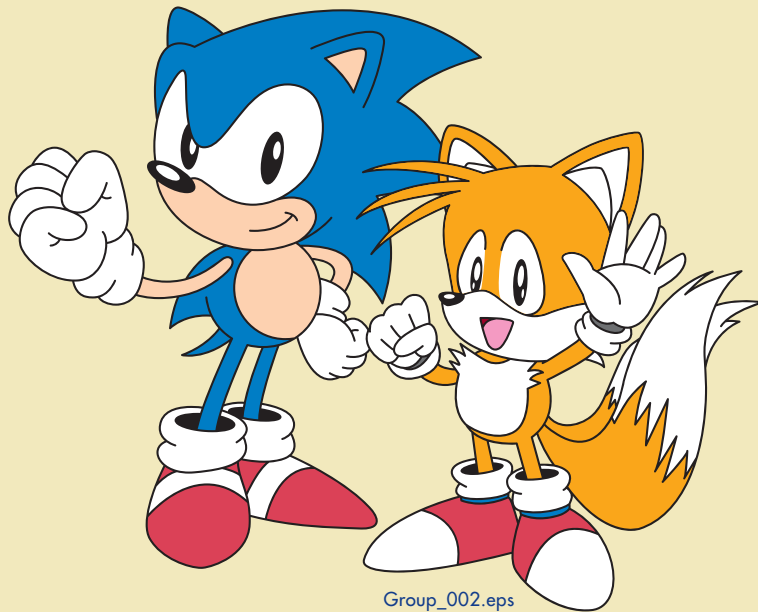
CRABMEAT



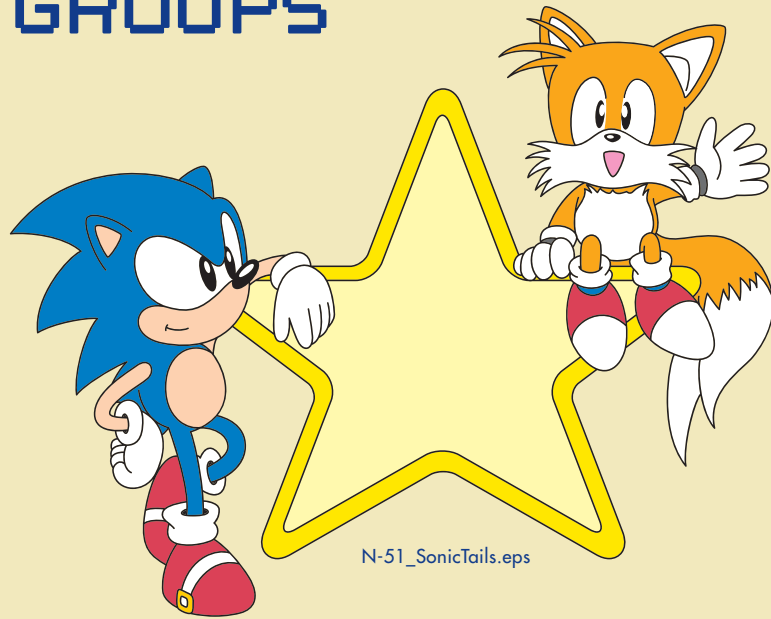
N-34_Crabmeat.eps

The enemy size is as large, or slightly smaller, as Sonic size.
Pixelated artwork available upon request.

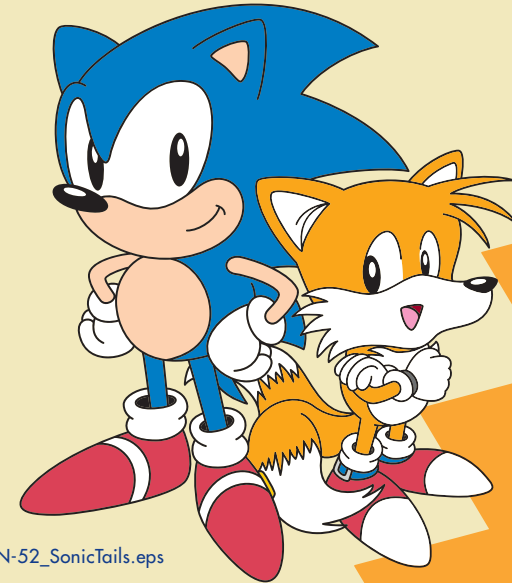
GROUPS



GROUPS



N-51_SonicTails.eps



N-52_SonicTails.eps

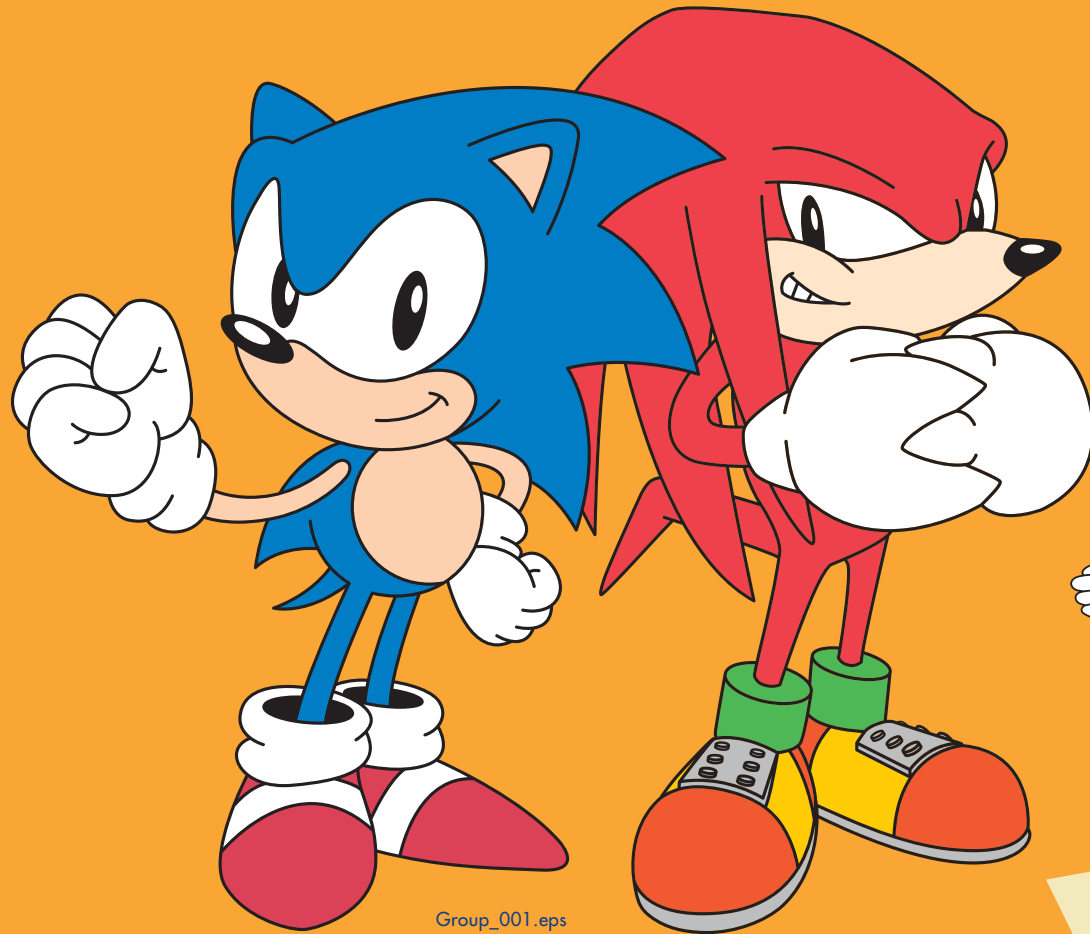


N-65_SonicTails.eps

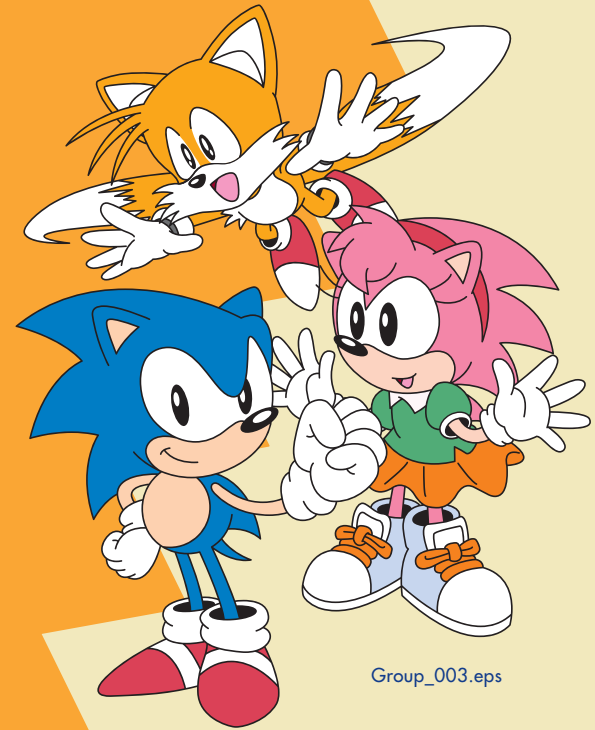


N-66_SonicTails.eps

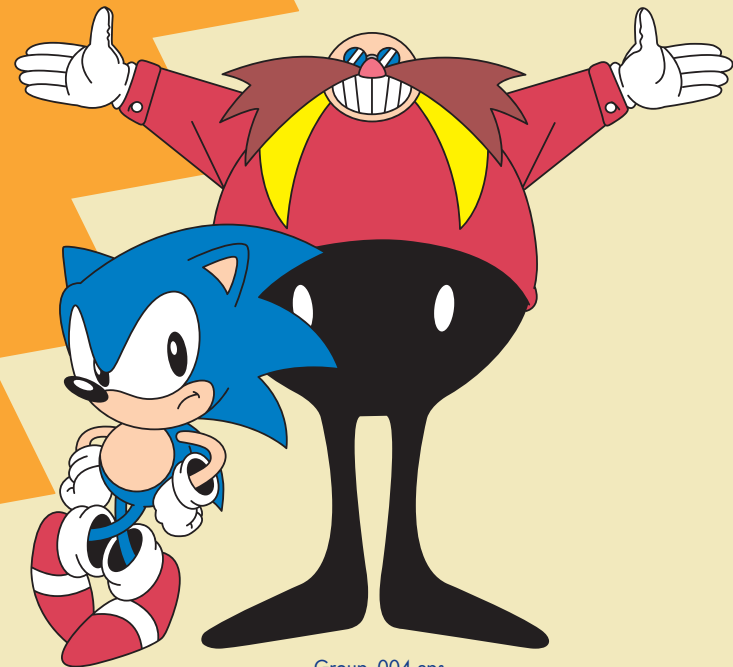
GROUPS



Group_001.eps

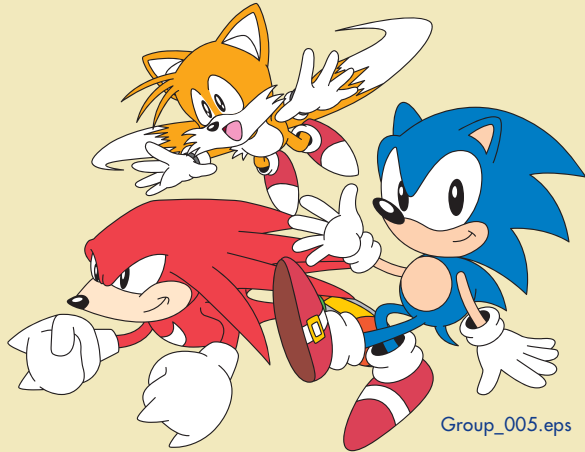


Group_003.eps



Group_004.eps

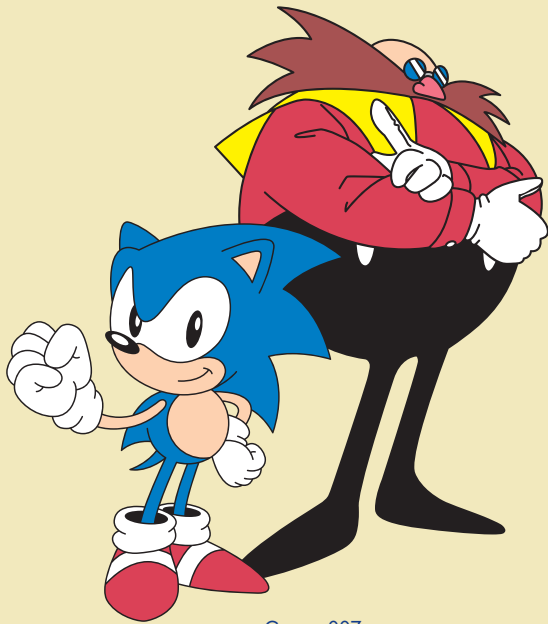
GROUPS



Group_005.eps



Group_006.eps



Group_007.eps

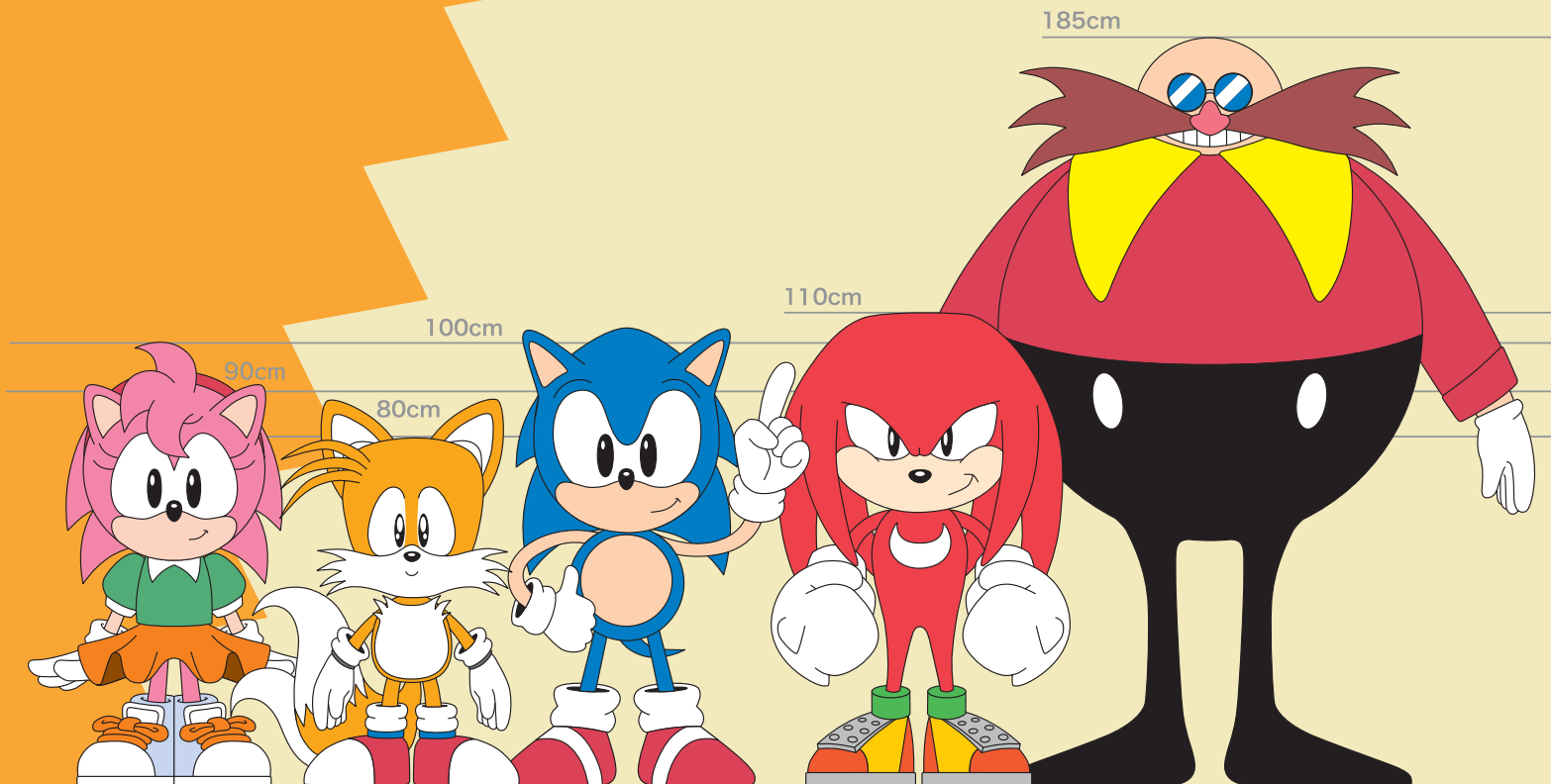


Group_008.eps



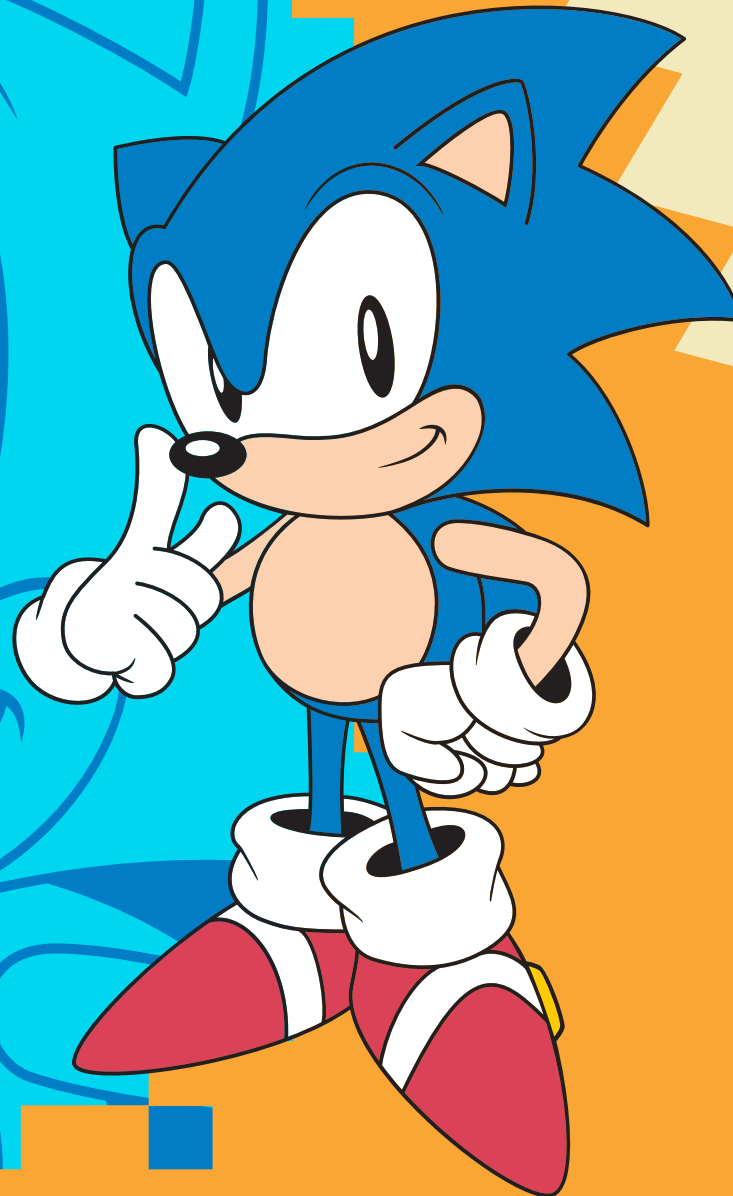
Group_009.eps

CHARACTER SIZE CHART

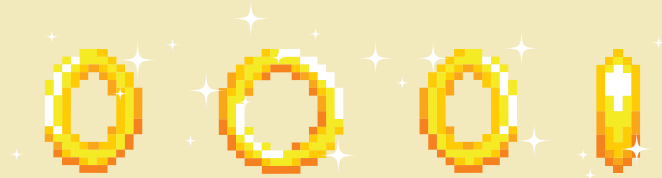


classic_character_size.eps

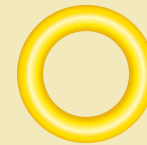
DESIGN ELEMENTS



PROPS



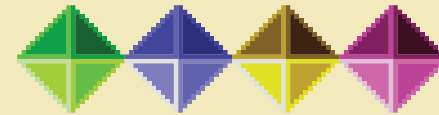
classic_prop_01_cmyk.eps



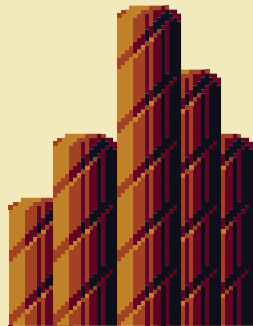
classic_prop_02_cmyk.eps



classic_prop_03_cmyk.eps



classic_prop_04_cmyk.eps



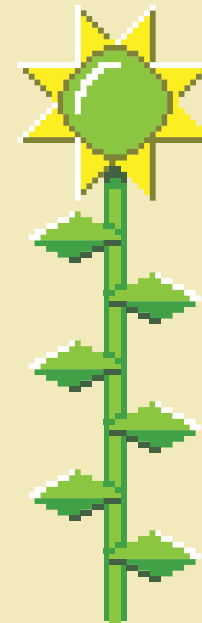
classic_prop_05_cmyk.eps



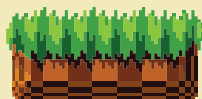
classic_prop_06_cmyk.eps



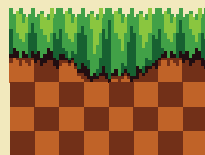
classic_prop_10_cmyk.eps



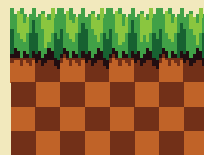
classic_prop_11_cmyk.eps



classic_prop_07_cmyk.eps



classic_prop_08_cmyk.eps



classic_prop_09_cmyk.eps

PROPS



classic_prop_12_cmyk.psd



classic_prop_17_cmyk.psd



classic_prop_18_cmyk.psd



classic_prop_15_cmyk.psd



classic_prop_16_cmyk.psd



classic_prop_19_cmyk.psd



classic_prop_20_cmyk.psd



classic_prop_21_cmyk.psd



classic_prop_22_cmyk.psd



classic_prop_23_cmyk.psd



classic_prop_24_cmyk.psd



classic_prop_25_cmyk.psd

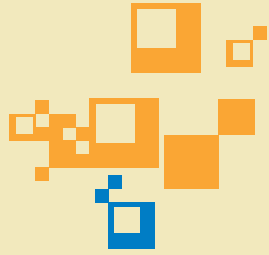


classic_prop_26_cmyk.psd

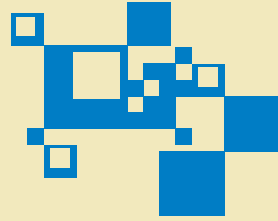


classic_prop_27_cmyk.psd

ICONS



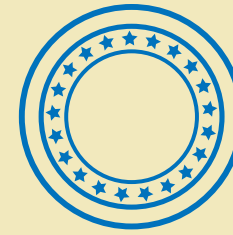
classic_icon_01_cmyk.eps



classic_icon_02_cmyk.eps



classic_icon_03_cmyk.eps



classic_icon_04_cmyk.eps



classic_icon_05_cmyk.eps



classic_icon_06_cmyk.eps



classic_icon_07_cmyk.eps



classic_icon_08_cmyk.eps



classic_icon_09_cmyk.eps



classic_icon_10_cmyk.eps



classic_icon_11_cmyk.eps



classic_icon_12_cmyk.eps

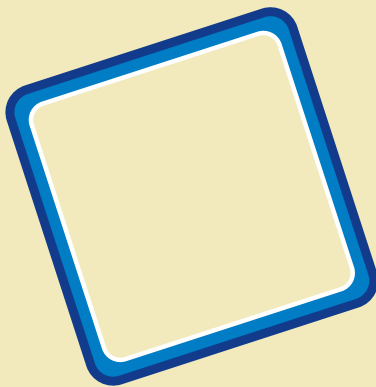
FRAMES



classic_frame_01_cmyk.eps



classic_frame_02_cmyk.eps



classic_frame_03_cmyk.eps



classic_frame_04_cmyk.eps



classic_frame_05_cmyk.eps

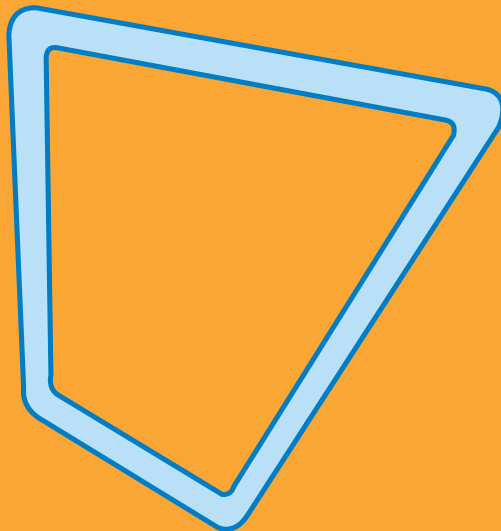
FRAMES



classic_frame_06_cmyk.eps



classic_frame_07_cmyk.eps

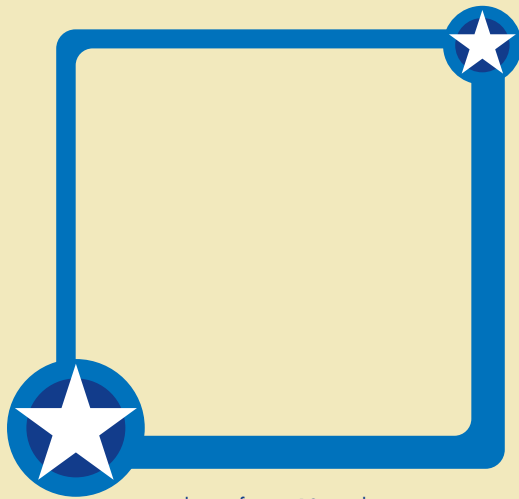


classic_frame_08_cmyk.eps



classic_frame_09_cmyk.eps

FRAMES



classic_frame_10_cmyk.eps



classic_frame_11_cmyk.eps

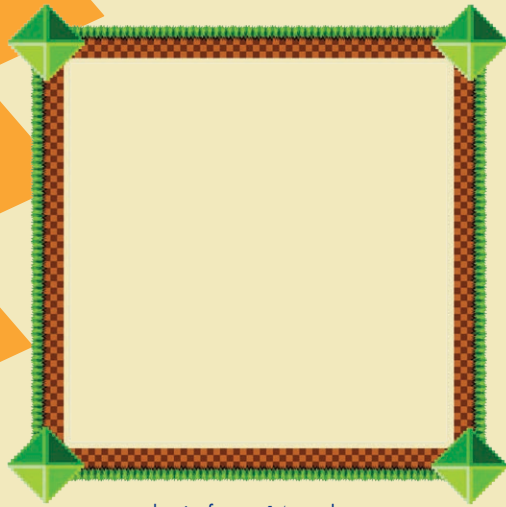


classic_frame_12_cmyk.eps

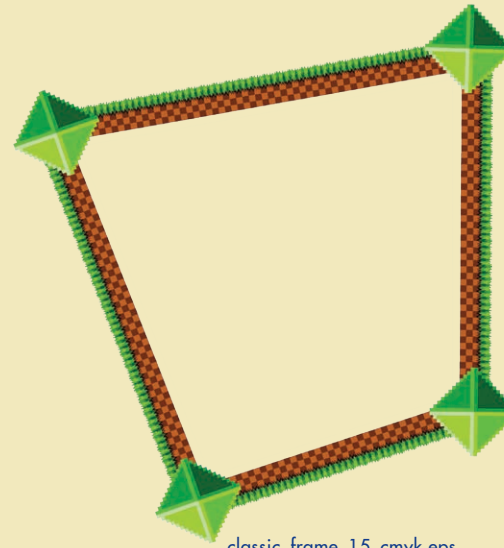


classic_frame_13_cmyk.eps

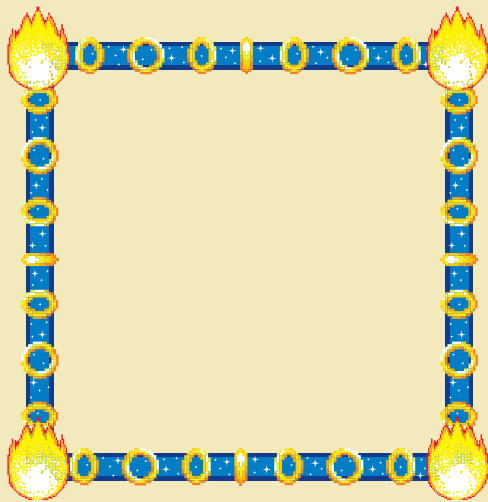
FRAMES



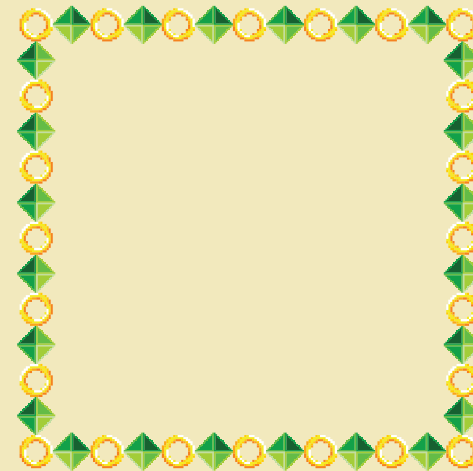
classic_frame_14_cmyk.eps



classic_frame_15_cmyk.eps

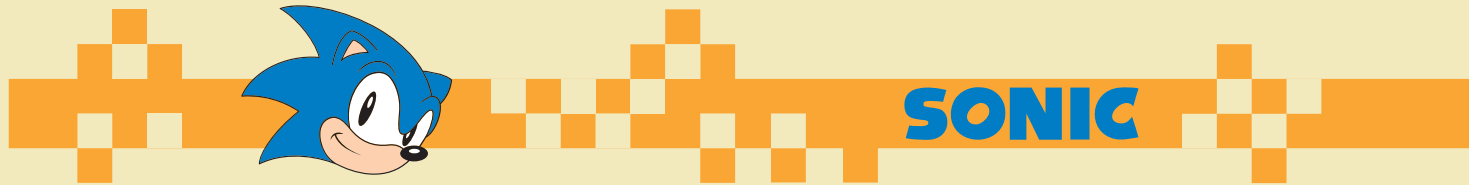


classic_frame_16_cmyk.eps

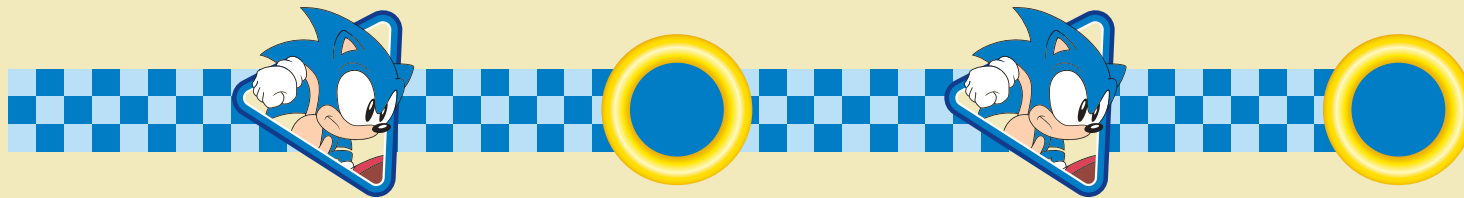


classic_frame_17_cmyk.eps

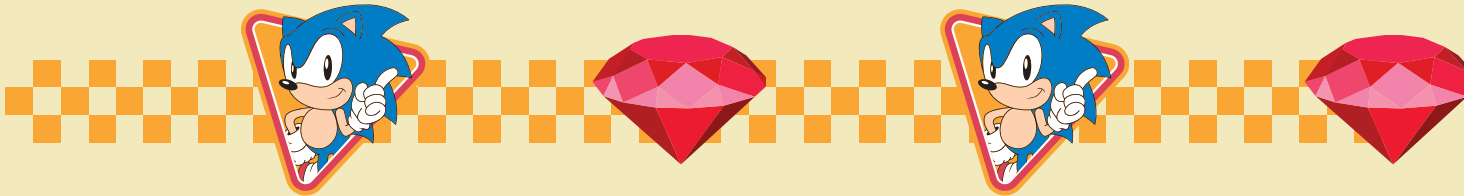
BORDERS



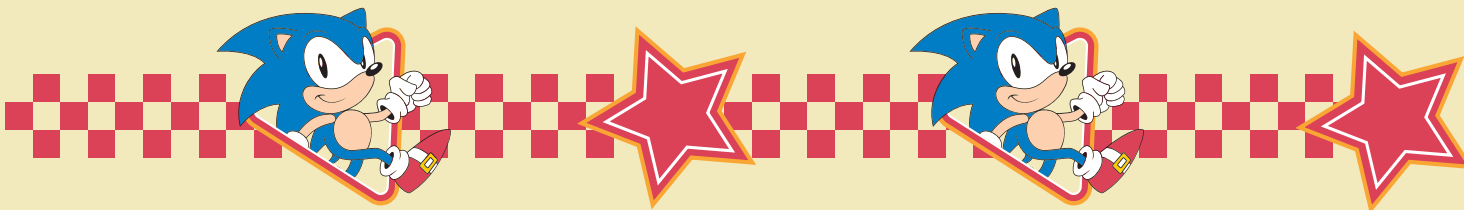
classic_border_01_cmyk.eps



classic_border_02_cmyk.eps



classic_border_03_cmyk.eps

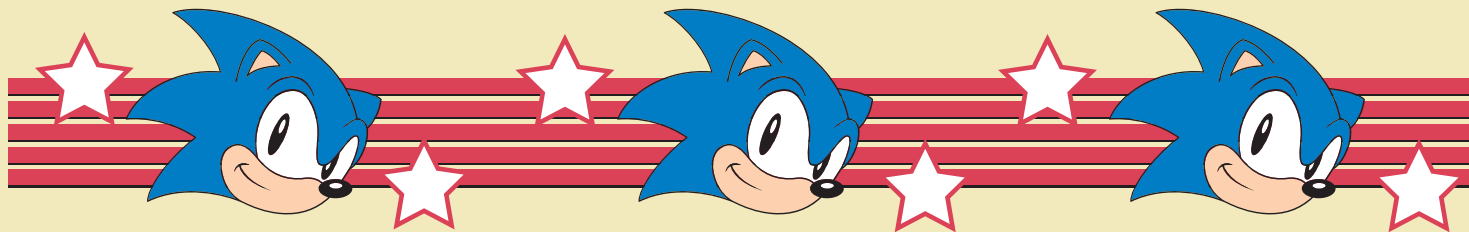


classic_border_04_cmyk.eps

BORDERS



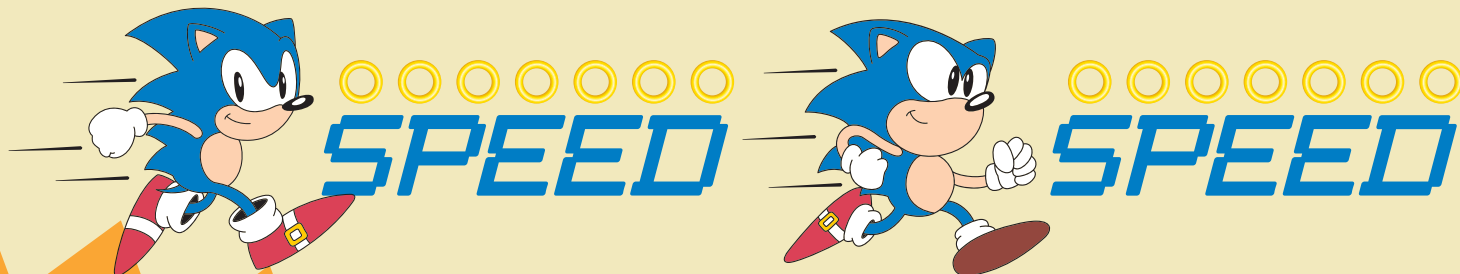
classic_border_05_cmyk.eps



classic_border_06_cmyk.eps

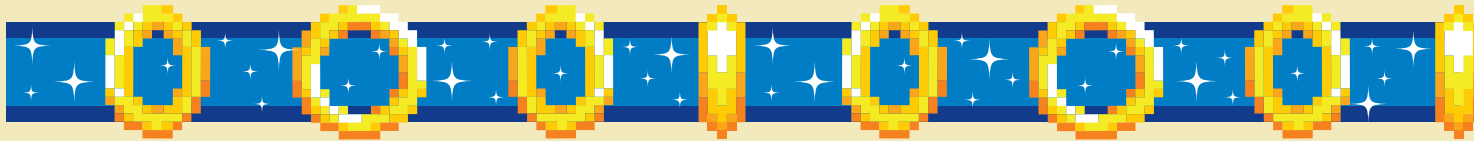


classic_border_07_cmyk.eps

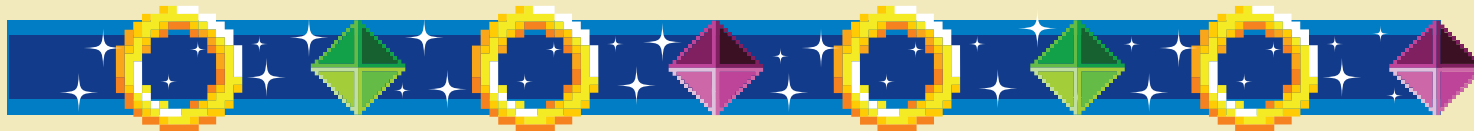


classic_border_08_cmyk.eps

BORDERS



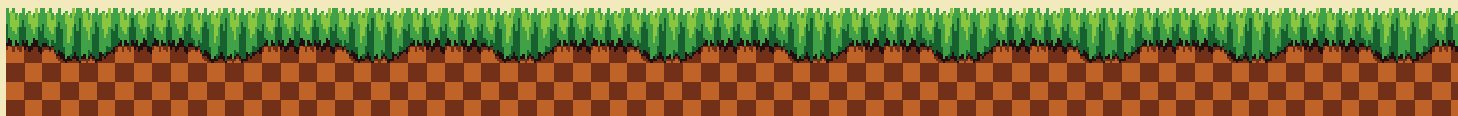
classic_border_09_cmyk.eps



classic_border_10_cmyk.eps

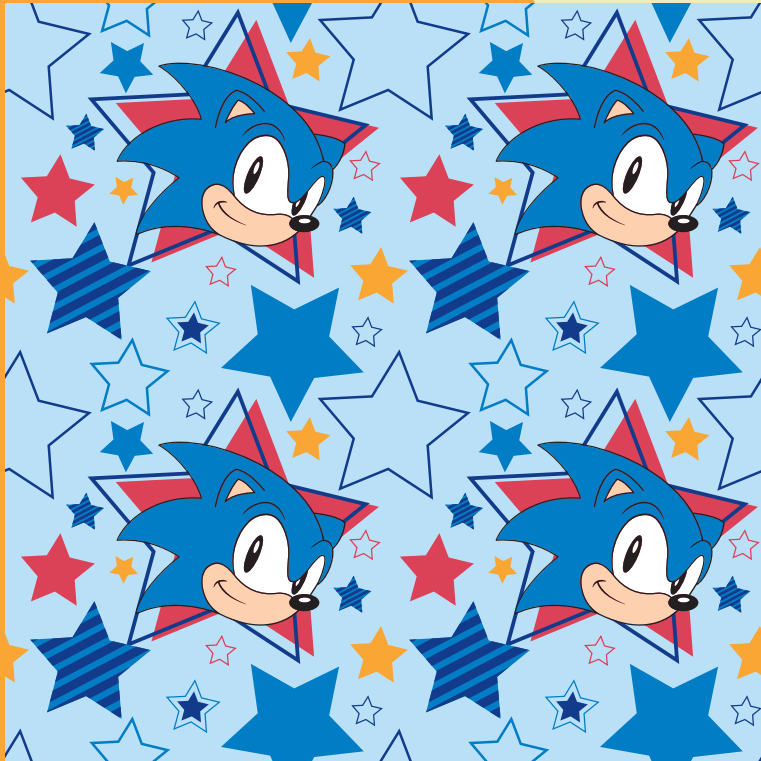


classic_border_11_cmyk.eps

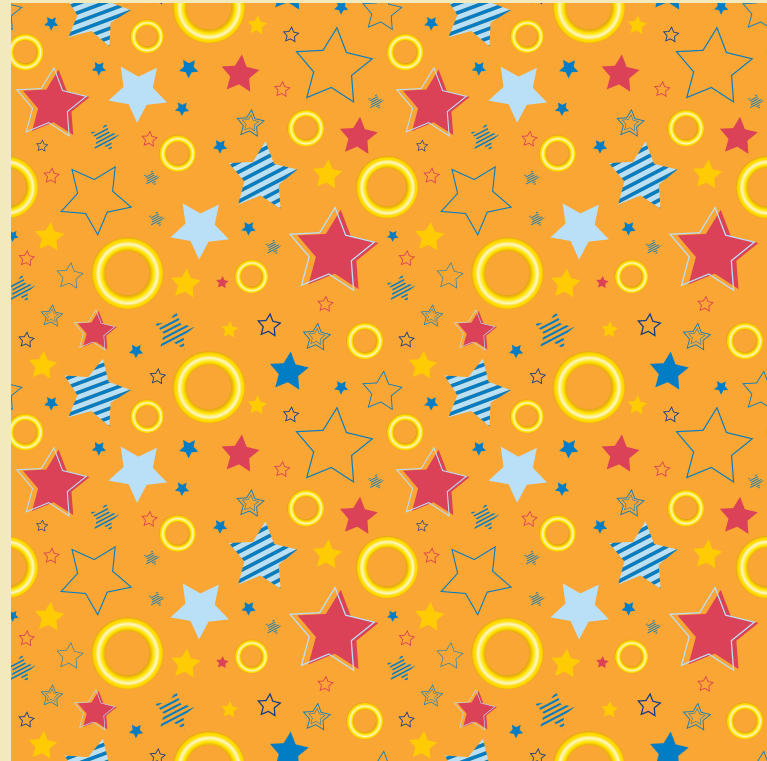


classic_border_12_cmyk.eps

PATTERNS

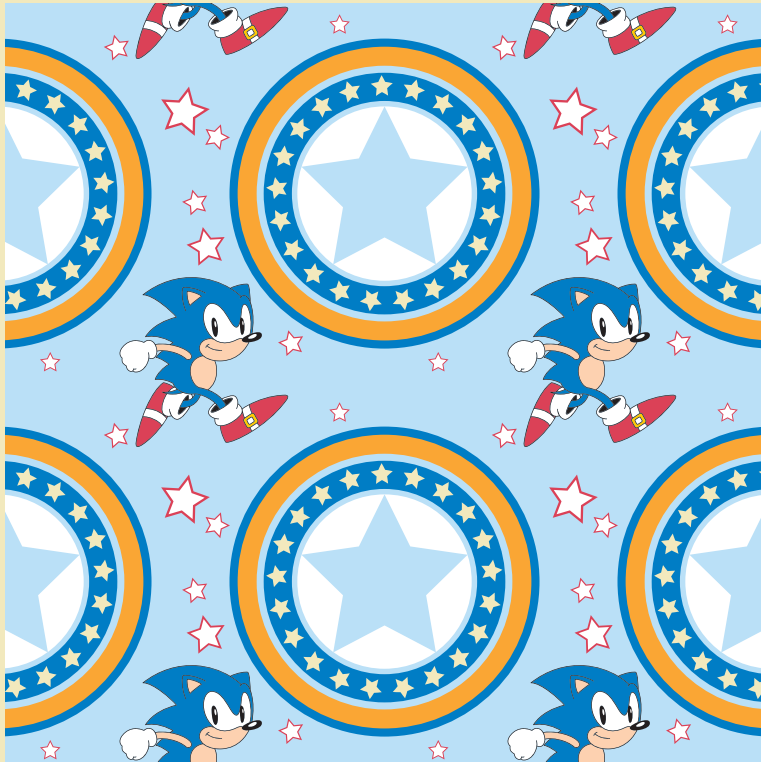


classic_pattern_01_cmyk.eps

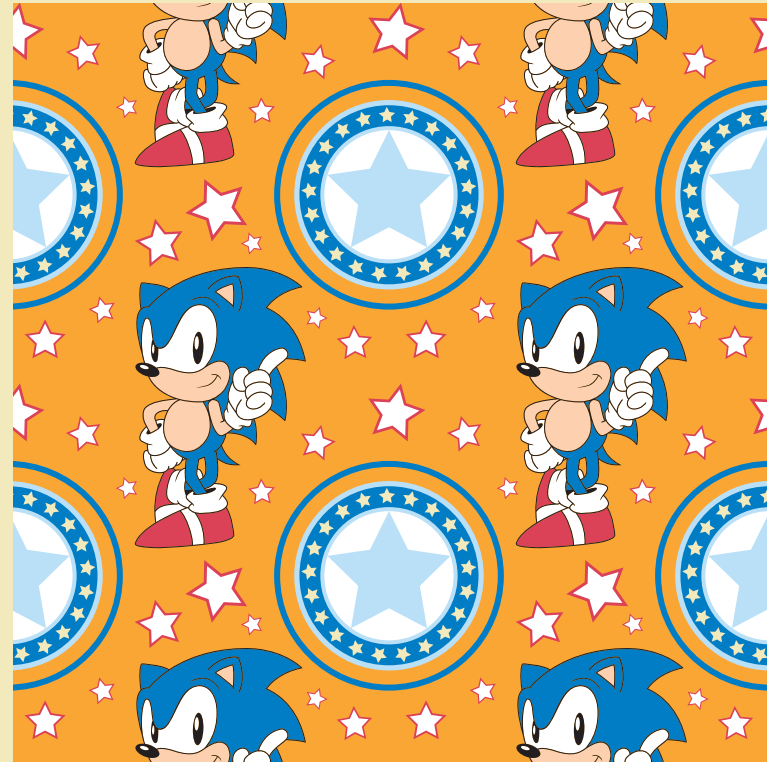


classic_pattern_02_cmyk.eps

PATTERNS

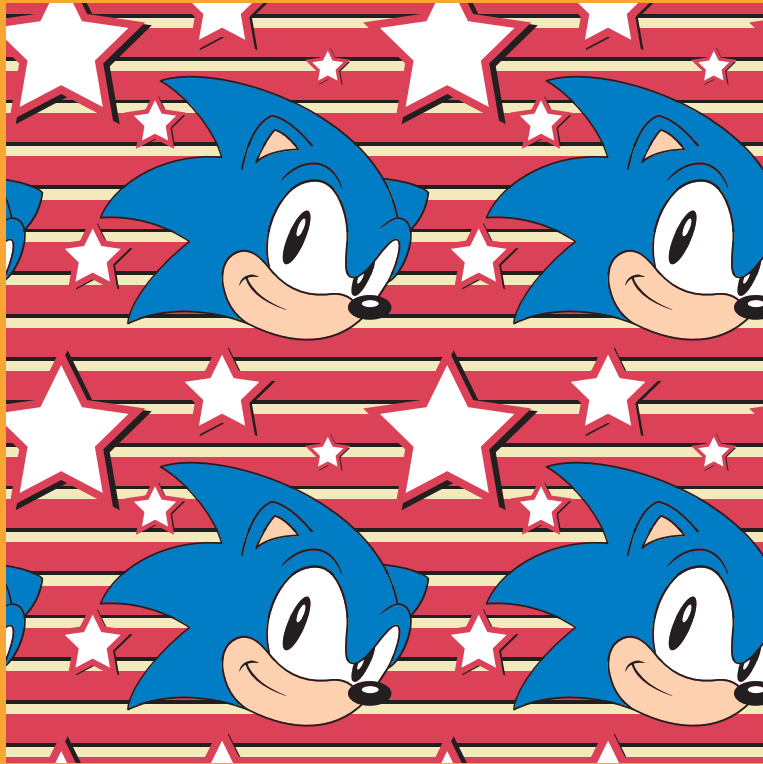


classic_pattern_03_cmyk.eps



classic_pattern_04_cmyk.eps

PATTERNS



classic_pattern_05_cmyk.eps

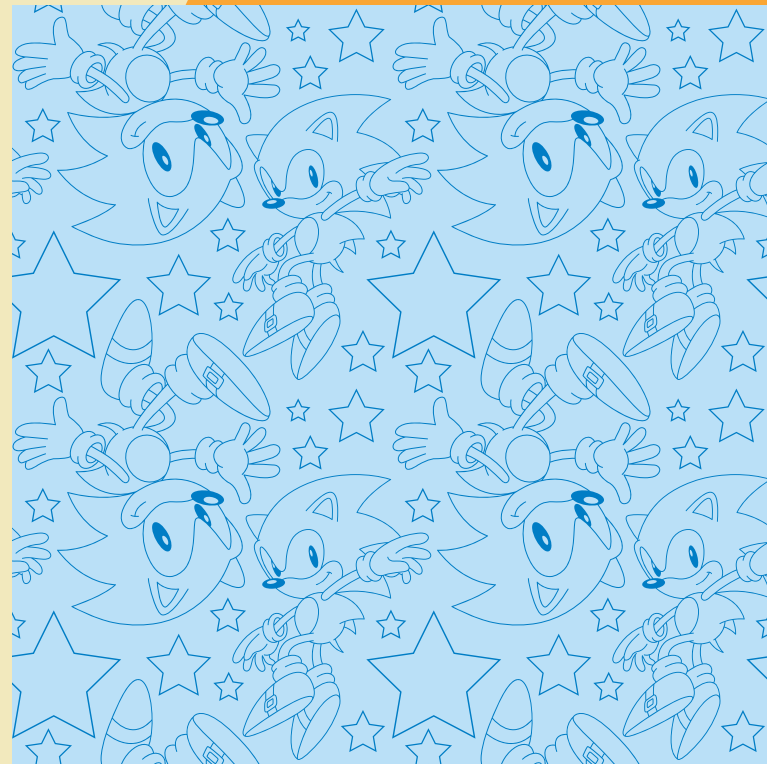


classic_pattern_06_cmyk.eps

PATTERNS

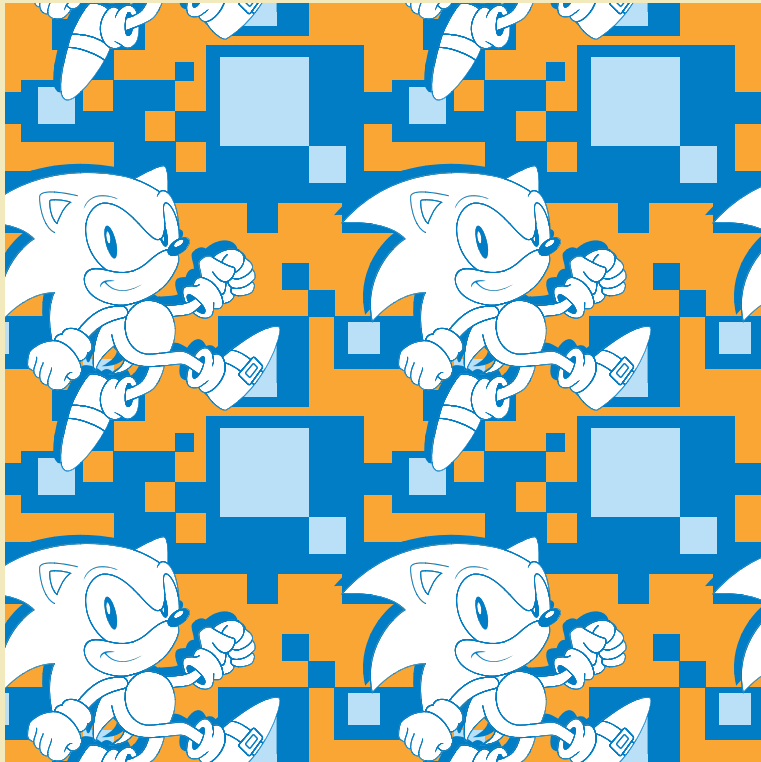


classic_pattern_07_cmyk.eps

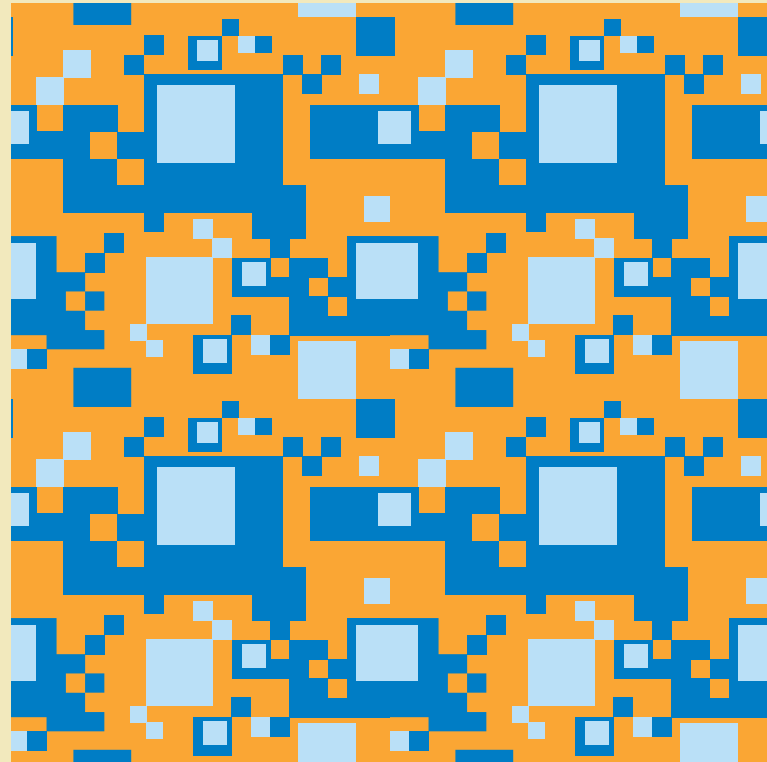


classic_pattern_08_cmyk.eps

PATTERNS



classic_pattern_09_cmyk.eps

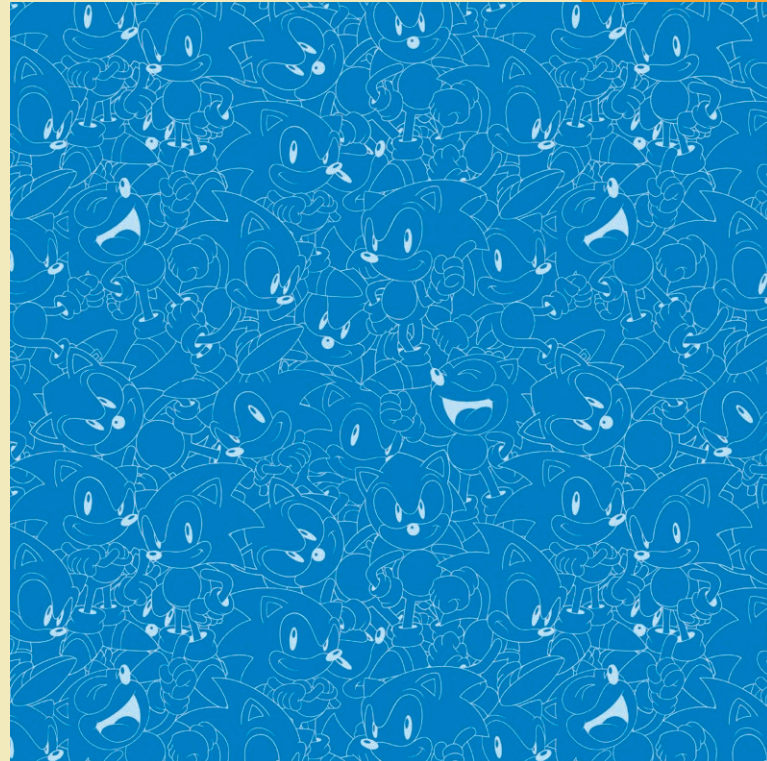


classic_pattern_10_cmyk.eps

PATTERNS



classic_pattern_11_cmyk.eps



classic_pattern_12_cmyk.eps

PATTERNS

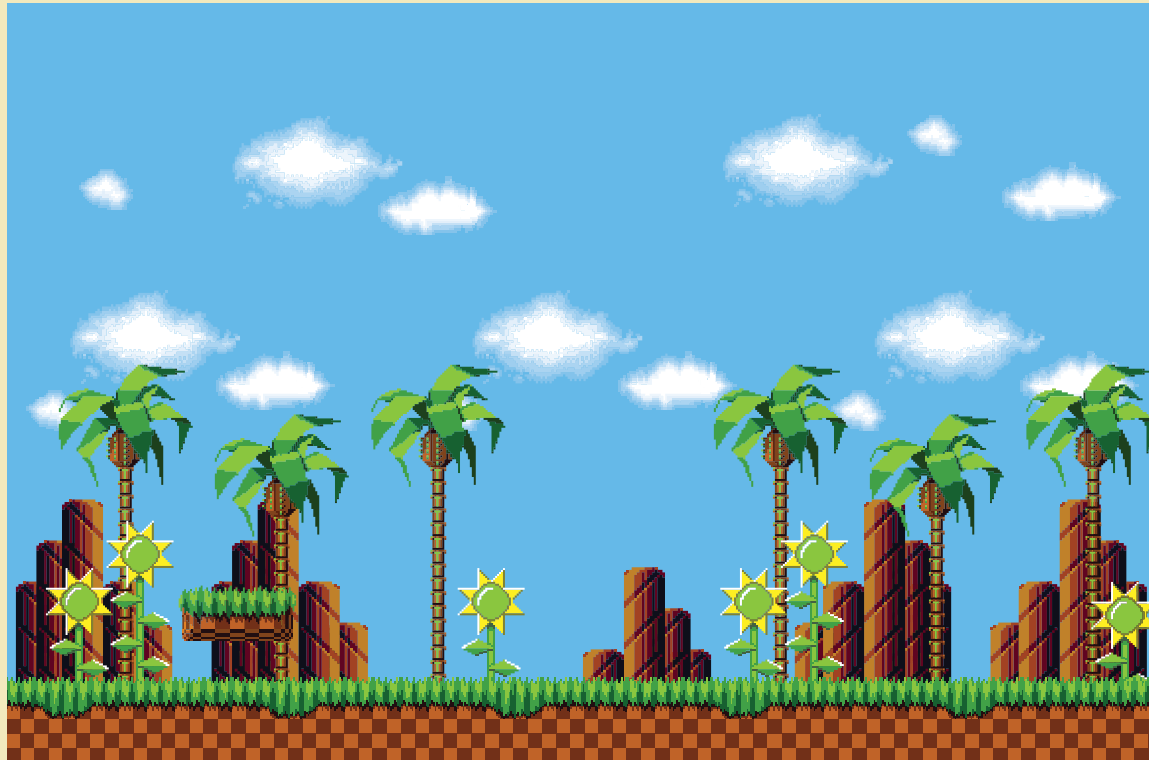


classic_pattern_13_cmyk.eps



classic_pattern_14_cmyk.eps

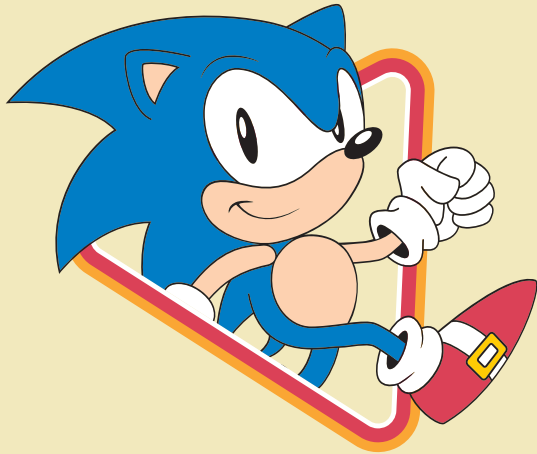
BACKGROUNDS



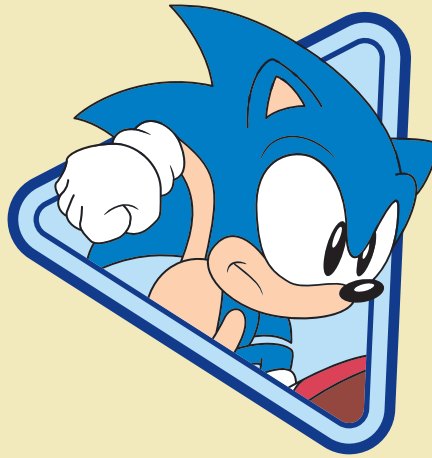
Game_Placement.eps

*This background is made up of elements from the prop section of this style guide.
All elements are movable dependent on required composition.

GRAPHIC LOCK-UPS



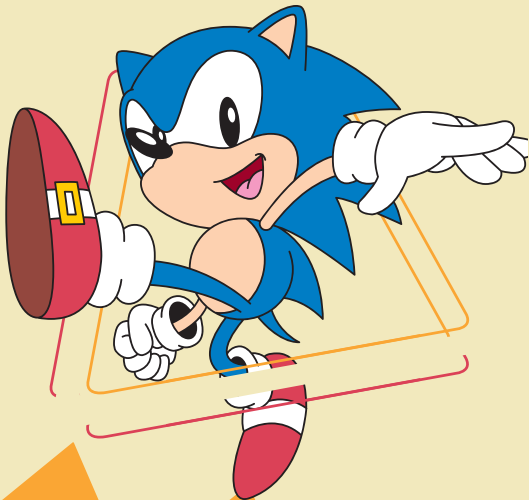
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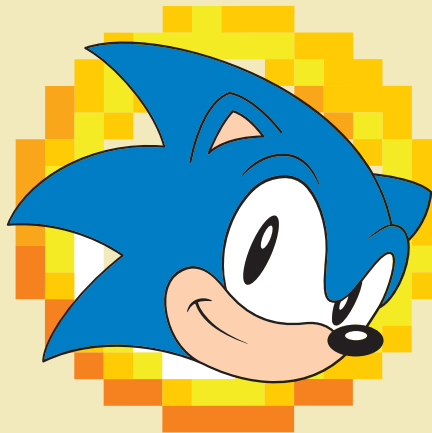
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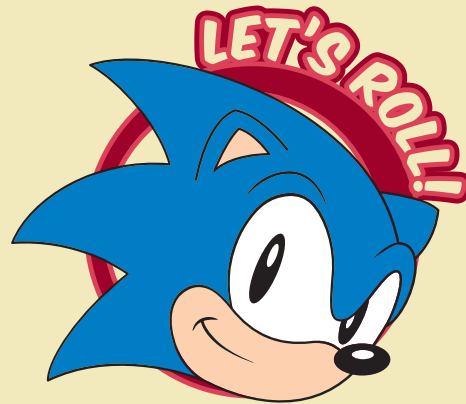


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GRAPHIC LOCK-UPS



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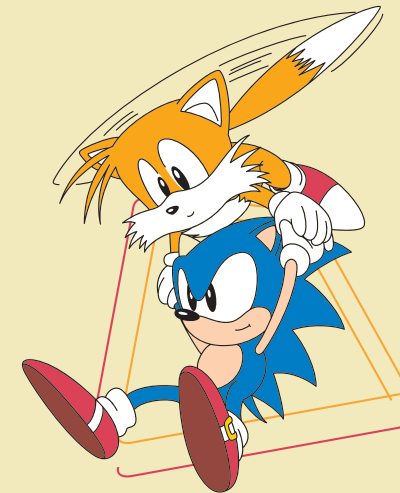
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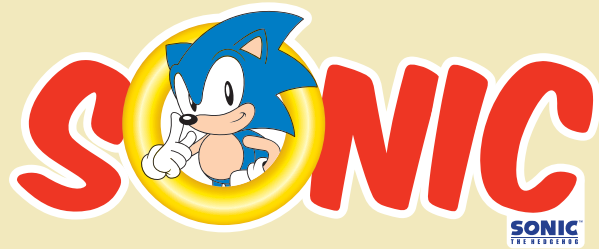


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GRAPHIC LOCK-UPS



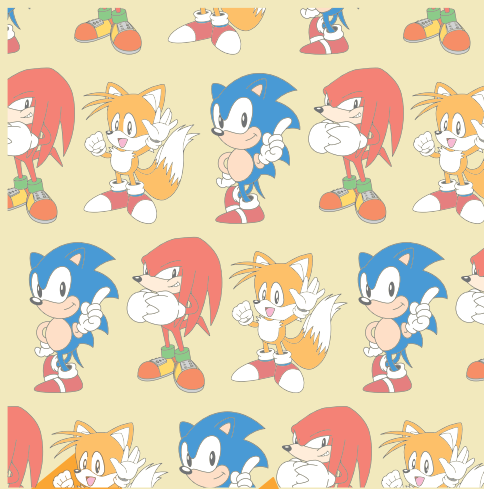
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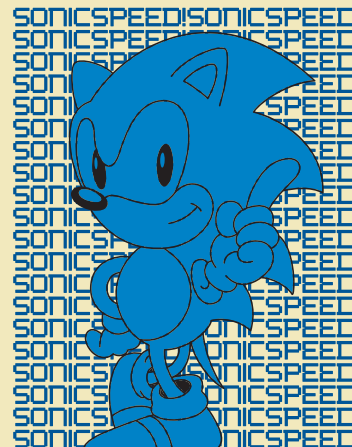
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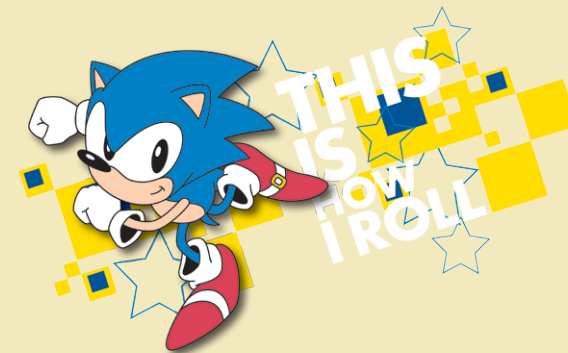
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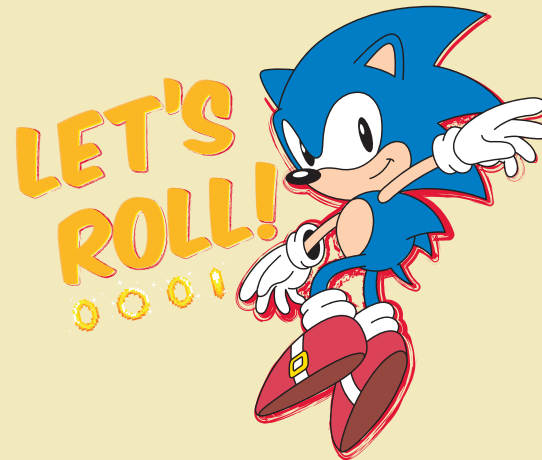


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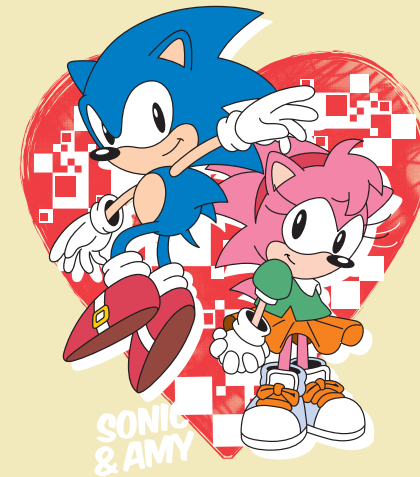
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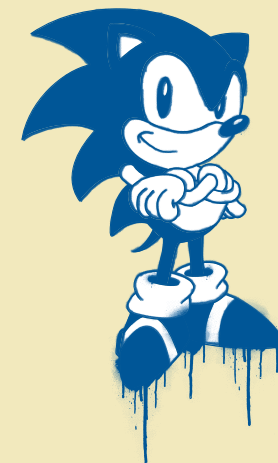
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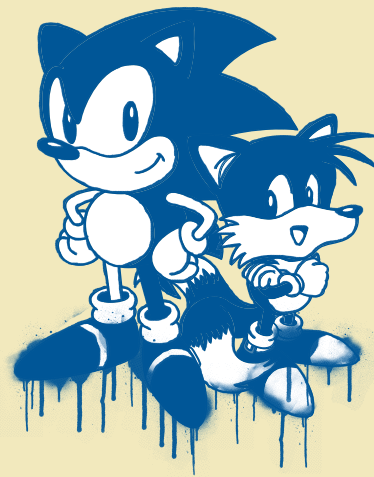


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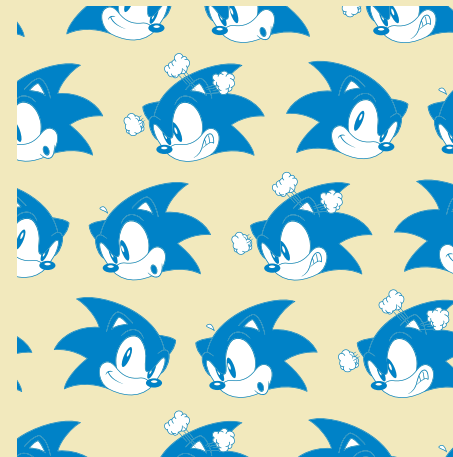
GRAPHIC LOCK-UPS



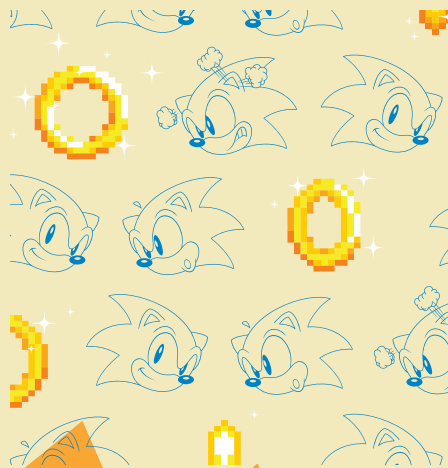
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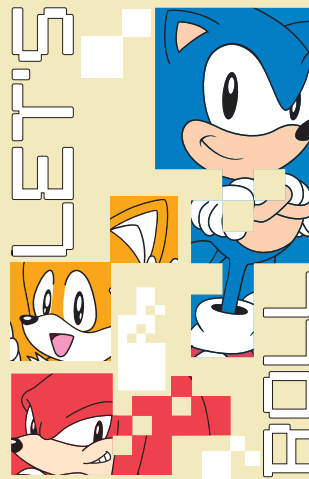
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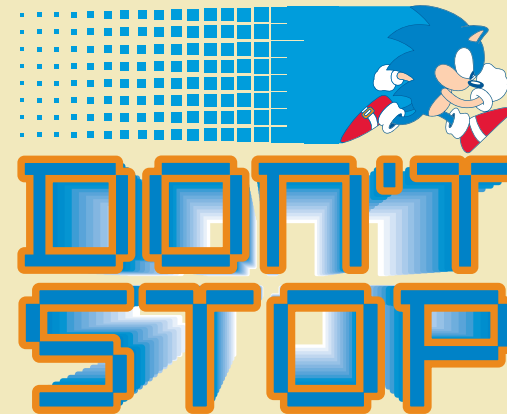
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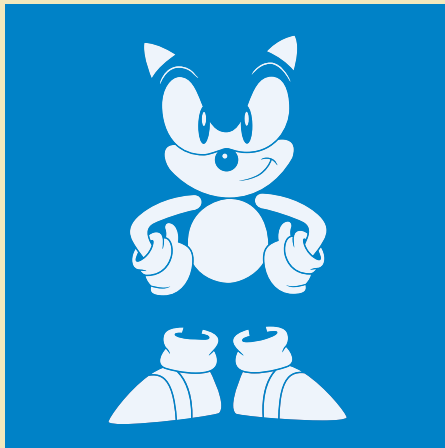


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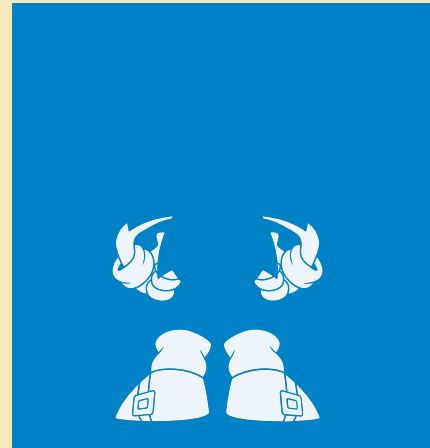


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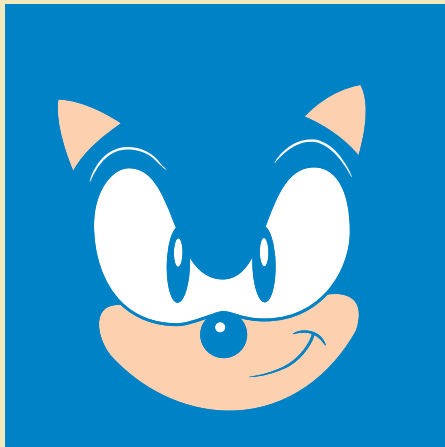
GRAPHIC LOCK-UPS



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classic_glu_32_cmyk.eps

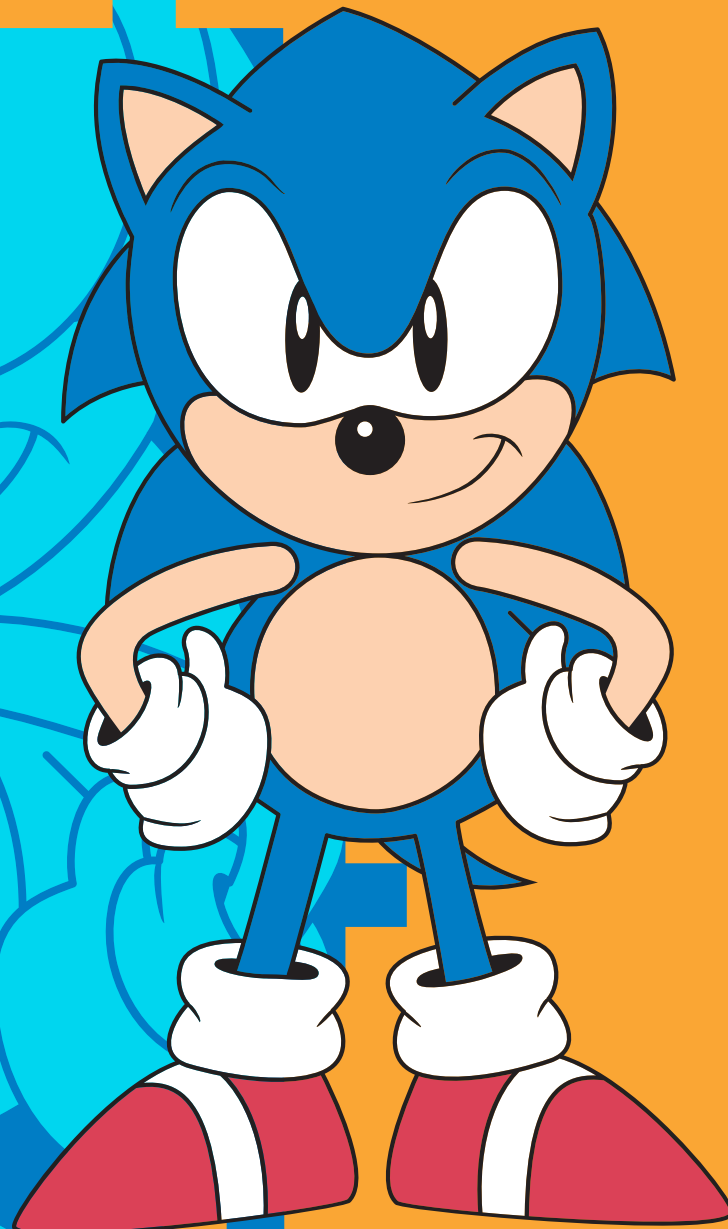


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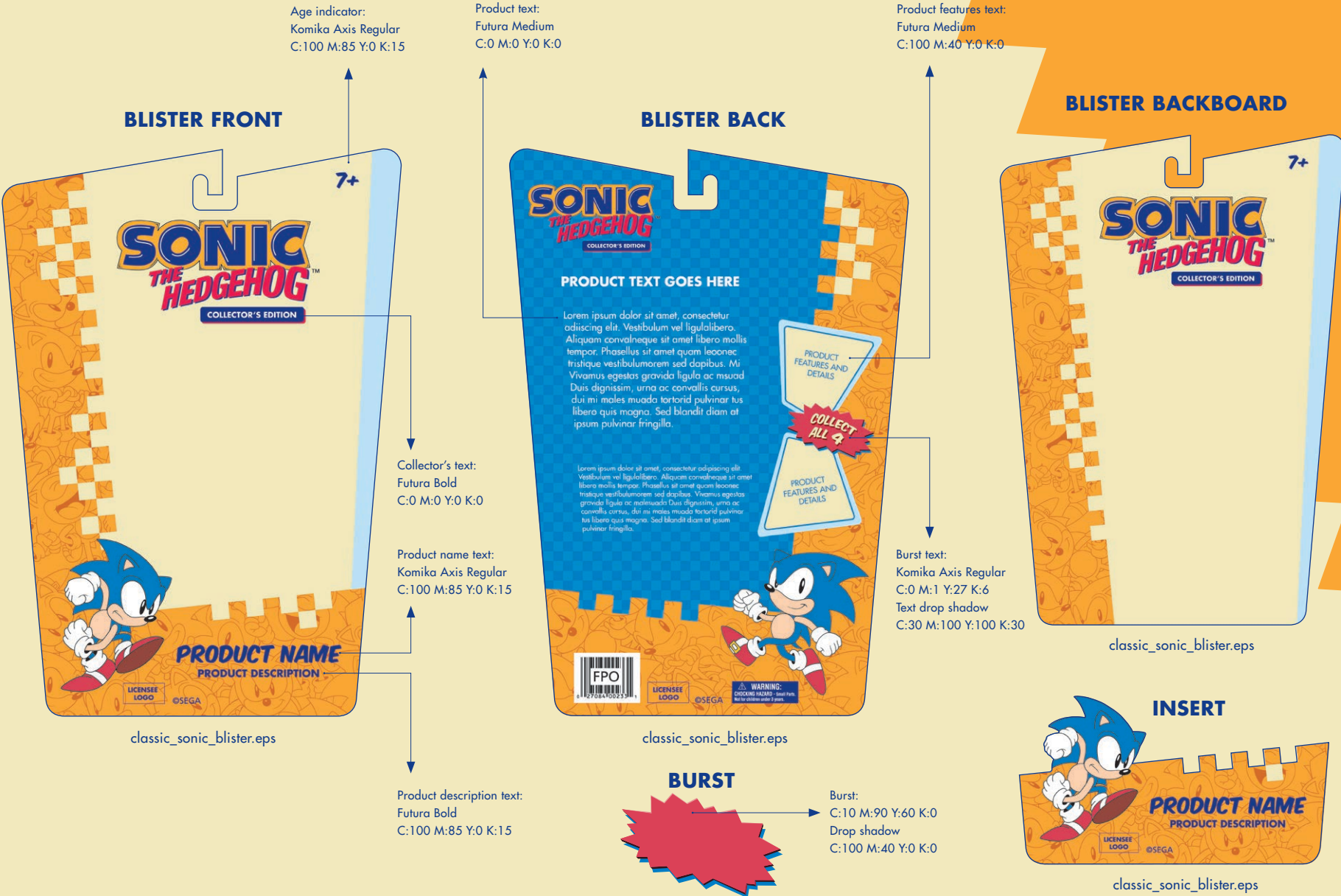


classic_glu_34_cmyk.eps

PACKAGING



PACKAGING



PACKAGING

Age indicator:
Komika Axis Regular
C:100 M:85 Y:0 K:15

BLISTER FRONT



classic_sonic_blister_2.eps

Product text:
Futura Medium
C:0 M:0 Y:0 K:0

BLISTER BACK

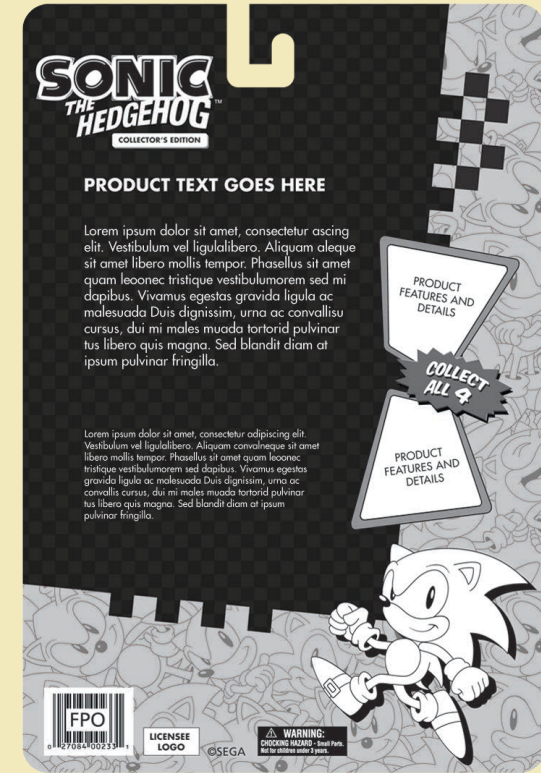


classic_sonic_blister_2.eps

Collector's text:
Futura Bold
C:0 M:0 Y:0 K:0

Product features text:
Futura Medium
C:100 M:40 Y:0 K:0

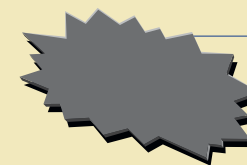
B&W BLISTER BACK



classic_sonic_blister_2.eps

Burst text:
Komika Axis Regular
C:0 M:1 Y:27 K:6
Text drop shadow
C:30 M:100 Y:100 K:30

B&W BURST



Burst:
C:0 M:0 Y:0 K:70
Drop shadow
C:0 M:0 Y:0 K:100

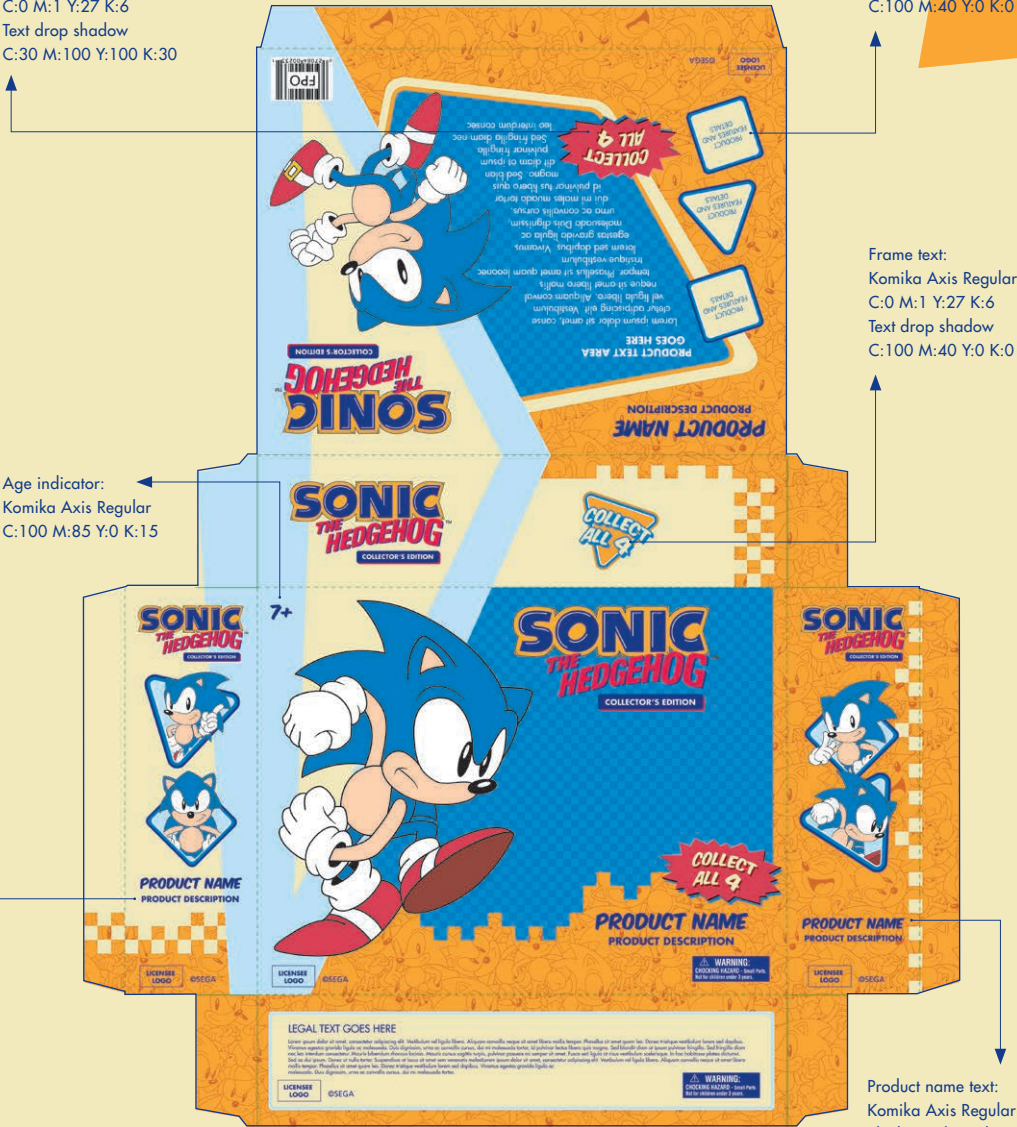
PACKAGING

3D CLOSED BOX



Burst text:
Komika Axis Regular
C:0 M:1 Y:27 K:6
Text drop shadow
C:30 M:100 Y:100 K:30

CLOSED BOX



Product features text:
Futura Medium
C:100 M:40 Y:0 K:0

Frame text:
Komika Axis Regular
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Text drop shadow
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Age indicator:
Komika Axis Regular
C:100 M:85 Y:0 K:15

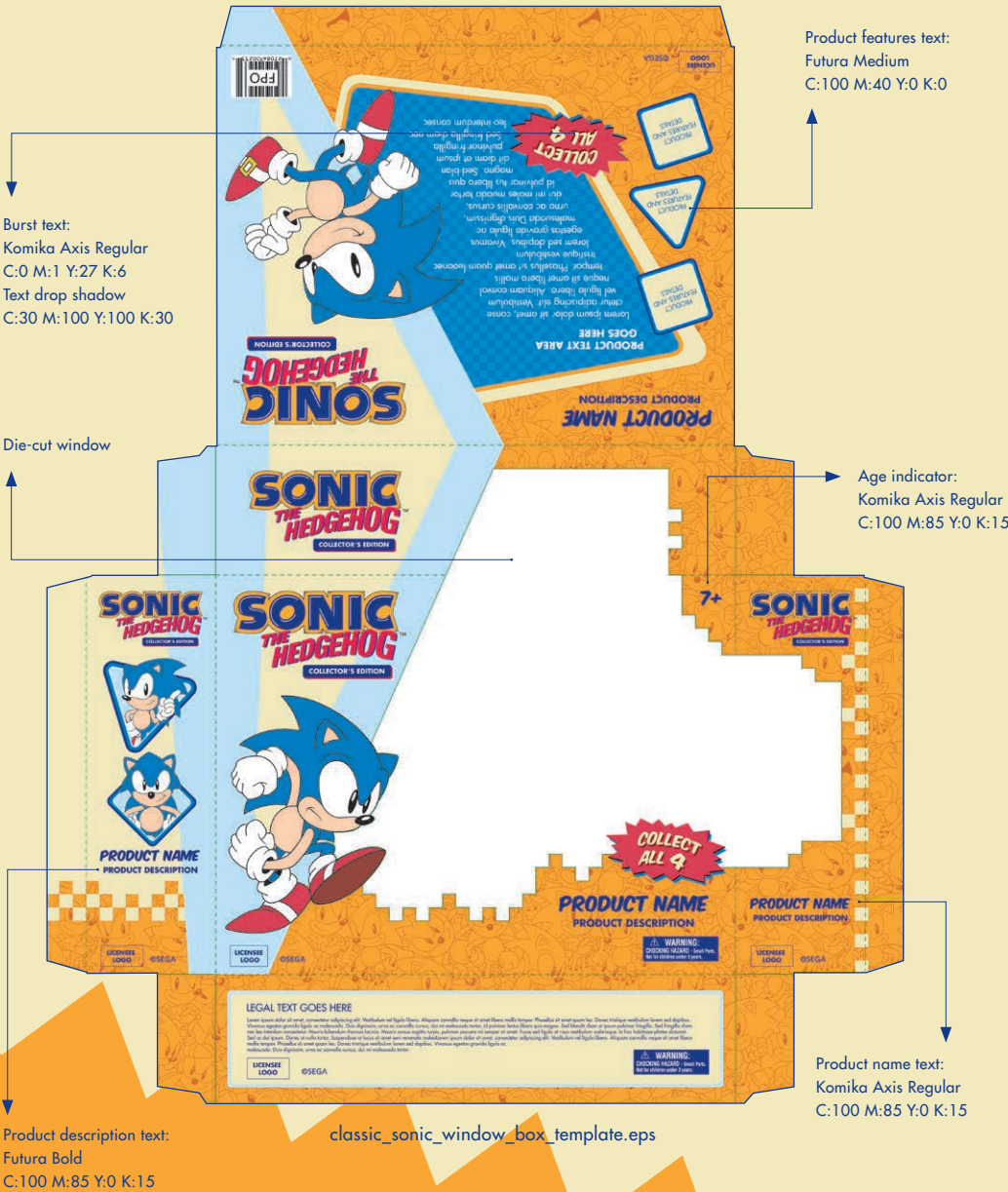
Product description text:
Futura Bold
C:100 M:85 Y:0 K:15

Product name text:
Komika Axis Regular
Black Condensed
C:100 M:85 Y:0 K:15

classic_sonic_closed_box_template.eps

PACKAGING

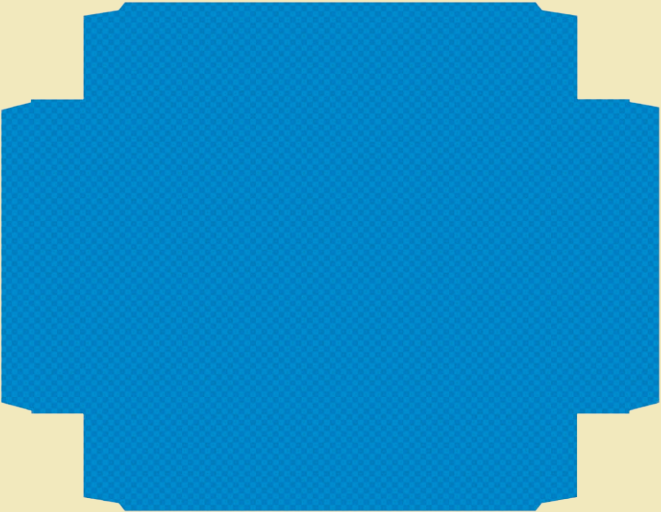
WINDOW BOX



3D WINDOW BOX



INSERT



classic_sonic_window_box_insert.psd

PACKAGING

HANG TAG FRONT



classic_sonic_hang_tag.eps

HANG TAG BACK



classic_sonic_hang_tag.eps

PACKAGING

HANG TAG FRONT



classic_sonic_hang_tag_2.eps

HANG TAG BACK



classic_sonic_hang_tag_2.eps

B&W HANG TAG BACK



classic_sonic_hang_tag_2.eps

PACKAGING

HEADER CARD FRONT



classic_sonic_header_card.eps

HEADER CARD BACK



classic_sonic_header_card.eps

PACKAGING

NECK PRINT LABEL



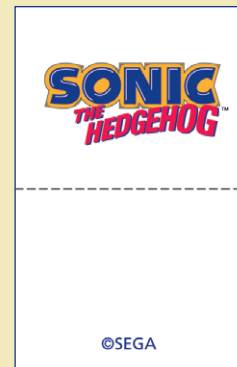
classic_sonic_neck_print_label.eps

B&W NECK PRINT LABEL



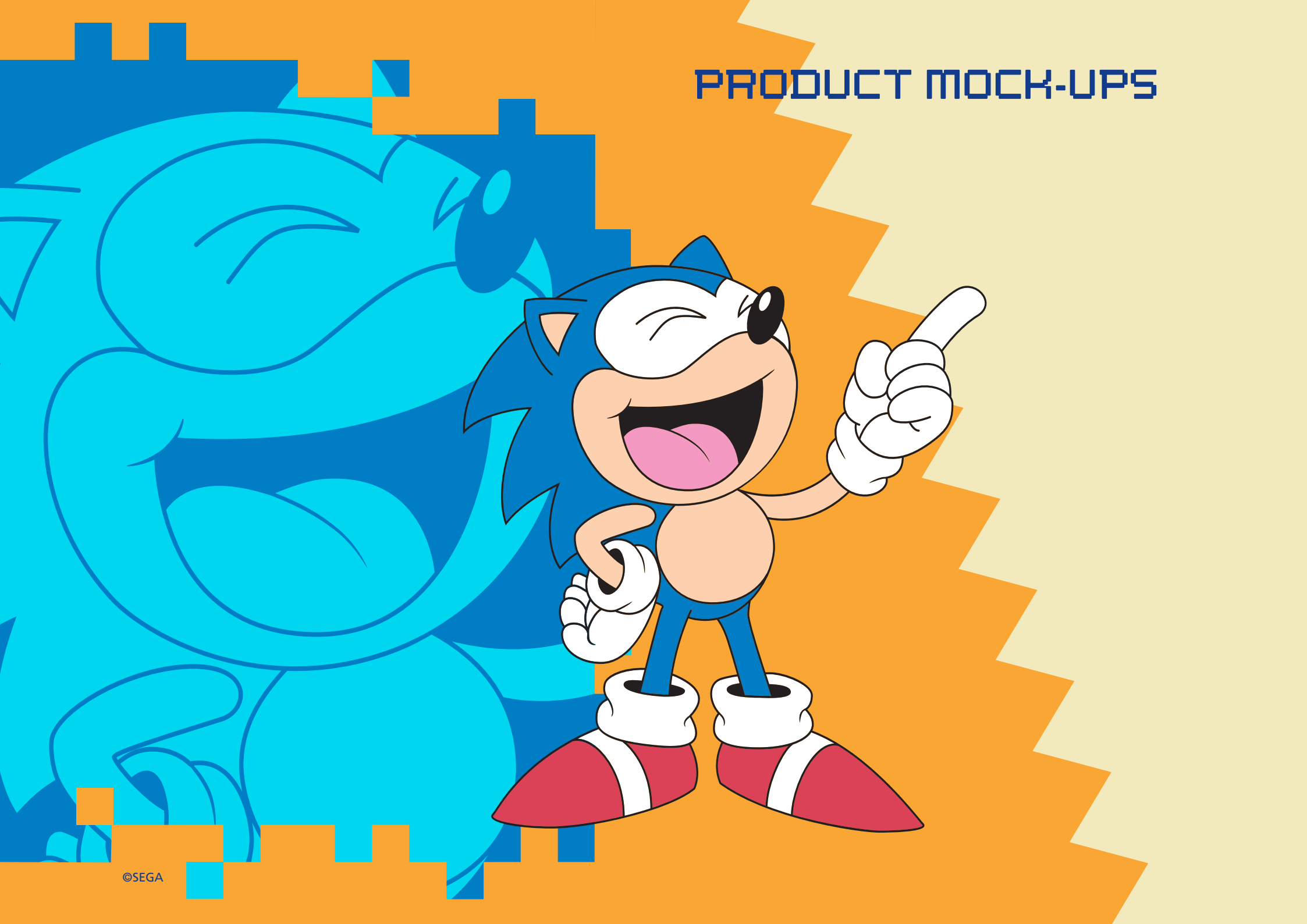
classic_sonic_neck_print_label.eps

SEWN IN LABEL



classic_sonic_sewn_in_label.eps

PRODUCT MOCK-UPS



BOYS FASHION & ACCESSORIES



A collection of Sonic the Hedgehog merchandise. The items include a blue hoodie with a large Sonic graphic, a blue backpack with a Sonic graphic and 'OLD SCHOOL' text, a blue spiral notebook with a Sonic graphic and 'CLASS OF 1991 NOTEBOOK' text, a blue pencil with a Sonic graphic, a blue ruler with a Sonic graphic, a blue phone case with a Sonic graphic and 'GAME OVER' text, a blue mousepad with a Sonic graphic and 'GAME OVER' text, and a pair of blue sneakers with a Sonic graphic and 'SPEED' text. The items are arranged on a light blue background with a subtle grid pattern.

LADIES FASHION



LADIES FASHION & ACCESSORIES



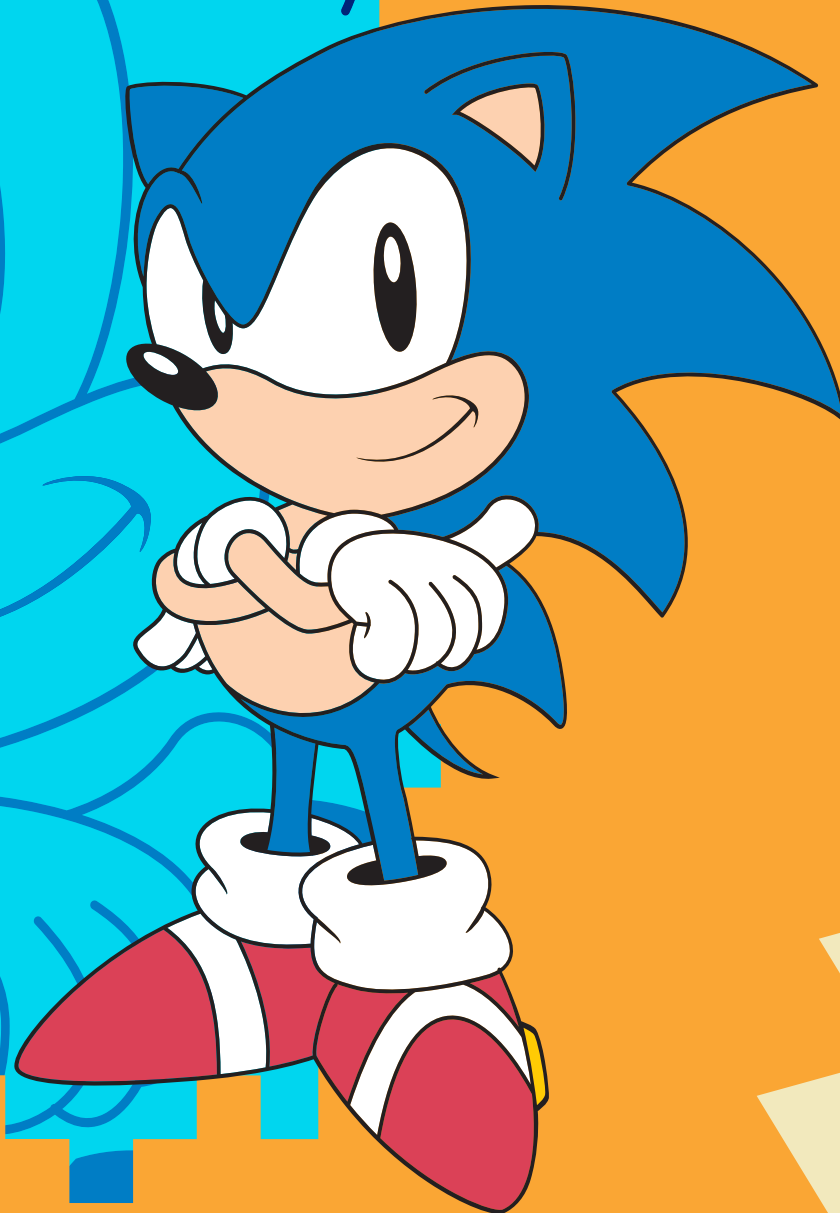
MENS FASHION & ACCESSORIES



MENS GIFTING & ACCESSORIES



PRODUCT APPROVAL



PRODUCT APPROVAL PROCESS

Consumer Products Approval Process

1. Creative Introduction
2. Concepts
3. Pre-Production
4. Production
5. How to...

1. Creative Introduction

- At this stage you should have an approved deal memo or signed contract in place. Art assets and brand guidelines can be obtained by contacting your local SEGA representative.

2. Concept

- Ensure all elements of the submission form are completed before sending for approval. Ensure a hi-res PDF or JPG are also submitted along with each submission form. Please send all submissions to your local SEGA representative first.
- Please ensure all elements of design are submitted for approval including packaging/POS. The space provided in the lower right portion of the form is designated for a thumbnail image of the concept. This will help our team easily reference your submission and expedite the review process.
- If you are submitting publishing, please ensure local translations/range plans/flatplans and publication dates are submitted.
- If your product will be of a 3D or sculpted nature, please include front, back, sides and top down views of the product.
- Once your local SEGA representative has given initial approval, your local SEGA representative will send files for approval to Japan.
- Approvals/amends will come to you from your local SEGA representative via Japan.
- Allow up to 10 business days for feedback to be returned to you.
- If your submission has revisions, please ensure that a new form and hi-res image is submitted for each round of approval. You cannot proceed to pre-production until concept is approved.

PRODUCT APPROVAL PROCESS

3. Pre-Production

- Once full approval on packaging and product has been granted, you may proceed to pre-production sample. This may start in the form of colour checking print, or a full sample of the product. This must be sent to your local SEGA representative ONLY and then the same sample will be sent on to the team in Japan for final approval.

4. Production

- Please check your contract for quantities on contractual samples. Please contact your local SEGA representative to discuss quantities and delivery addresses.

5. How to...

There are a few common and reoccurring mistakes that seem to cause the majority of requests to be returned for corrections. Please take special care to avoid them in order to get the fastest turnaround possible on your submissions.

- Choose your Sonic! Use either Classic Sonic or Modern Sonic. You cannot combine the two in any product.
- Always attach a "TM" to the top-right of any Sonic logo used.
- Always include a visible copyright notice of "©SEGA" on your product.

